

Case Study

EWOR Examples

This document provides a case study template to help you explore how candidates think, prioritise, and operate in realistic conditions. Case studies can complement interviews by offering a glimpse into how someone structures problems, makes decisions, and approaches execution under typical constraints.

When designing a case study, aim to keep it grounded in real work, ideally tied to genuine role objectives, using imperfect data and limited context, and with a reasonable 3–4 hour time limit.

It can be useful to allow AI tools, while asking candidates to explain their reasoning and decisions to better understand their judgment. Before reviewing submissions, it often helps to define clear evaluation criteria (e.g., strategic clarity, creativity, structure, communication quality, and cultural fit) and use a simple scoring system for consistency. You might also run a live working session to observe how candidates think, adapt, and communicate in real time, followed by a quick debrief to capture impressions while they're fresh.

A well-designed case typically includes:

- **Context:** a short description of your company, mission, and audience.
- **Objective:** what the candidate should achieve or demonstrate.
- **Raw material or inputs:** realistic data, notes, or quotes to work with.
- **Tasks:** 3–5 structured prompts testing strategy, execution, and creativity.
- **Guidelines:** time limit, format, and submission instructions.

Use this format when creating or adapting case studies for other roles. Adjust the objectives, briefing, raw material, and tasks to reflect the unique challenges of the position you're hiring for.

⚠ Don't forget to replace placeholders (e.g. [Your Company], [Link]) with the appropriate details before sending it to candidates.

Case Study – Content & Comms Producer

Hi there,

Congratulations on reaching the final stage of our hiring process for the Content & Comms Producer role at [Your Company]. We've been incredibly impressed with your journey so far, and now we're excited to see your thinking in action.

This case study is designed to be a practical, hands-on simulation of the core challenges and creative opportunities you'll own. It's an opportunity for you to show us how you think strategically, how you craft compelling narratives, and how you turn a single story into a multi-channel campaign. Our goal isn't to test you with trick questions, but to see your raw talent and give you a realistic preview of this pivotal role.

Please find all the necessary context and tasks below.

A Few Guidelines:

- **Time:** This isn't a weekend-long project. Please timebox your work to a maximum of 3–4 hours. We are more interested in the quality and clarity of your strategic thinking than the sheer volume of output.
- **Format:** We are not looking for polished, finished assets. For deliverables like social posts or video briefs, we need the copy, the structure, and the core creative idea. Simple text, sketches, or mockups in a single document are perfect.
- **Justify Your Choices:** This is critical. For each task, please include a brief rationale (a few bullet points is fine) explaining why you made certain creative or strategic decisions, linking them back to the provided strategy and target personas.

We are truly looking forward to seeing your work.

Best,
[Your Name]

INSIGHTS

Your case study should test the core competencies you are looking for in your candidates.

We recommend not asking for more than 4 hours of their time.

Be clear on the output and the level of polish you are expecting.

Briefing

Your Objective: To take the raw story of a founder in your community and craft a multi-format Founder Story package. For this case, the Founder Story will take the shape of a podcast episode, which you'll then amplify across multiple channels.

PART 01

Strategic Briefing

Our Mission

We exist to empower extraordinary people to build transformative ventures. We amplify voices, share practical insights, and spark conversations that help founders and operators succeed.

Our Content Philosophy

We believe that stories and frameworks from top operators are the most powerful assets for inspiring and educating our community. Content must be:

- **Provocative & Visionary:** challenge conventional wisdom, bring bold ideas.
- **Evidence-Based:** grounded in real achievements, data, and case studies.
- **Human-Centric:** highlight the person behind the insight – their struggles, motivations, and breakthroughs.

Core Task

Use the podcast as the central format, then multiply the impact of each episode across additional channels.

Our Core Target Personas

Your content must resonate deeply with these specific mindsets:

- **"Jules" – The Serial Entrepreneur (35–55):** multiple exits, seeks advanced frameworks and unique insights.
- **"Ysabel" – The Tech Native (20–30):** deep tech builders, value technical rigor and tangible lessons.
- **"Tyler" – The Force of Nature (25–40):** bold visionary founders, crave big, industry-shaping ideas.
- **Secondary Target: "Sam" – The Top-Tier VC Partner:** time-poor but conviction-driven, scans for strong signals and unique thinking.

PART 02

Raw Material Dossier

Here is a collection of notes, quotes, and data points from our initial interviews and reviews. Your job is to find the story within this raw material.

Episode Theme

"The First 100 Days – What Defines Exceptional Founders".

Guest

Alex Morgan – Co-founder of a fast-scaling B2B SaaS company.

Key Notes & Quotes:

Your content must resonate deeply with these specific mindsets:

- Built company from 0 → €20M ARR in under 4 years.
- Background: grew up in rural area, first in family to attend university.
- Quote: "The first 100 days aren't about setting goals – they're about building habits that scale with you."
- Quote: "If you can't write down what your company looks like at 10x scale, you're already behind."
- Emphasizes systems-thinking and personal resilience as core levers.

PART 03

Tasks

1. Strategy & Channel Selection

Select the 3 most important channels to launch and amplify the podcast. LinkedIn is mandatory.

Deliverable

Ranked list of 3 channels + 1–2 sentence justification each.

2. Pillar Content (Podcast Episode)

Transform the raw material into a short written "Episode Guide" that summarizes the key insights and teases the conversation.

Deliverable

A 500–700 word blog-style episode guide. Include rationale: what central narrative did you emphasize and why?

3. Multiply the Content (LinkedIn Carousel)

Atomize the episode into a 5-slide LinkedIn carousel.

Deliverable

Draft copy/structure for the slides. Include rationale: why these moments/hooks for LinkedIn?

4. Creative Brief (Video Teaser)

Draft a creative brief for a 60-second teaser video promoting the episode.

Deliverable

Include goal of the video, emotional tone, 1–2 soundbite quotes, and the opening hook.

5. What's Next? (Strategic Thinking)

Propose one additional content asset beyond blog, LinkedIn, and video (e.g., newsletter insert, Twitter thread, infographic).

Deliverable

Concept + rationale: why would this asset add unique value?

The more specific your briefing, the easier it is to compare the output of multiple candidates.

Be clear on what output you expect and in which format.

Set a realistic deadline. You want to move fast but also set up your candidates for success.

Content & Comms Producer: Submission

You have a maximum of 5 days to submit the case study. Once you are happy with your results, please make sure to upload them via this link: [\[Link\]](#)