**Take-home Essay Exam 2 (Write up!) –** Instructions:

Where are you heading and develop your research skills allowing you to find additional turnaround or sound business information that will help you in your career (& our class).  Then, read the book chapters and prepare/formulate an essay write up - (using Word doc - if not please .pdf  your file - Chromebook, Linux or Apple users).  Your "article write up" should include the following information before you turn it in for grading:

**1.)** Now that you have told us something unique about yourself and about your strengths – weaknesses (I am wondering) …. Where are you headed in life? I am a strong believer that if you write down your goals and aspirations then your odds of accomplishing your dreams will surely go way up! So, what is in your future (graduation, family, money, job(s), travel, etc…)? What truly makes you satisfied and what are you truly passionate about? What do you like to be doing 3 to 5 years from now?

**2.)** In this essay you will identify and discuss how concepts from the book *The Turnaround Experience: Saving Troubled Companies* by T.F. Schopflocher can be used to execute a turnaround in a company. Specifically, discuss the following in your answer:

Part Two: Executing the Turnaround

* Preparing the Groundwork
* Determining the Proper Marketing Strategy
* Obtaining the Much-Needed Cash
* Financing the Company
* The Last Resort…

You should also discuss how concepts from the book (apply), in the professor/guest speakers’ firms and in the class presentations. Additionally, you should discuss how concepts from the book have been applied or not been applied in organizations where you have worked and/or with which you are familiar. Examples are always important. Include examples of your own…

**For a better grade…**   
**3.)** Link the books topics on executing the turnaround and/or your additional research to reality... In some way give us some solid takeaways or advice about business or life - apply the knowledge to reality in your essay answer (like MBA students are asked to do - I know that some of you are undergrads, but I believe you can apply what you are learning!)...

**What? Want to go beyond the norm?... For additional credit… Sure present it!**  
**4.)** You may present your essay and upload it also as a media recording ... (Abode Spark, Voice Over PowerPoint, I am new to Canvas, (but I believe) if you choose to do a media file there or URL web address if you post online somewhere, to supplement the submission of the "essay write up" (file upload)...

**Other information that may help you in this assignment:**- Finally, as always "The rules are"... (You're right!) There are no rules... Be creative... Teach us... Impress us.... Most importantly, enjoy it and have fun with this assignment!

Lead your own work... (Own your own behavior with this essay assignment)...