

A dark blue silhouette of the United States map is centered in the background. Overlaid on the map is the text 'FUSE SOCIETY' and 'LESSON #2' in white, bold, sans-serif capital letters. A thin orange horizontal line is positioned below the text.

**FUSE SOCIETY**  
**LESSON #2**

**2021 SUPPLEMENTARY RESOURCES**

## The Solution

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### Things to consider:

When coming up with your solution, oftentimes there is no "right" or "wrong". The best solution is the one with the strongest foundation, and feasibility. Once you've brainstormed a couple of solutions, you want to analyze all of them and determine which of the batch are logical. The practicality of the implementation must be considered. This is not to say that you cannot be innovative with your solutions, but rather that no matter what you come up with, you must be able to convince the audience that it can realistically exist. This can be done through sources of evidence cited from the case study, as well as any material learned in class, external research, or connections made from past real-life situations. Lastly, make sure not to leave any loopholes in your solution. If there are any, they should be addressed while discussing the risks and mitigations. Attempting to look at your solution from all perspectives and angles can give you a better picture of any potential flaws.

## Implementation Plan

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Your implementation plan is the backbone of your solution. Including an implementation plan in your proposal makes your solution much more comprehensive for your audience as well as the judges. This plan denotes the exact procedure and steps you will be taking in order to make your solution a reality; make it detailed and present the most relevant steps. If you are unable to grasp a sense of what your implementation plan might look like, it is a clear indication for you to flesh out your solution more.

The implementation plan should be presented in a progressive timeline format, denoting when certain steps will be accomplished. Most implementation plans follow a quarterly timeline to best present information. Be aware of the time frame you use, as it should be based on whatever information the case provides you with. This is the “how” of your solution, sell it well! Having a cohesive implementation plan shows intent and reveals you've done careful research on the topic.

The use of a decision matrix can be helpful when comparing your implementation plan and solution to those of other companies. This can be used internally to hash out all aspects of your own implementation plan and solution but can also be used to show that your solution is stronger than others. The decision matrix in simple terms is essentially a rubric for your solution.

## Risks and Mitigations

The risks & mitigations section reveals your humility and ability to critically analyze your decision from a holistic viewpoint. This is where you identify some of the risks involved with the implementation of your solution and ways you would be able to help reduce the impact if not prevent it. The risks are any potential threats to your company that may ensue due to your decision.

### Examples of potential risks:

<b>HUMAN</b>	Illness, death, injury, or other loss of a key individual.
<b>OPERATIONAL</b>	Disruption to supplies and operations, loss of access to essential assets, or failures in distribution.
<b>REPUTATIONAL</b>	Loss of customer or employee confidence, or damage to market reputation.
<b>PROCEDURAL</b>	Failures of accountability, internal systems, or controls, or from fraud.
<b>PROJECT</b>	Going over budget, taking too long on key tasks, or experiencing issues with product or service quality.
<b>FINANCIAL</b>	Business failure, stock market fluctuations, interest rate changes, or non-availability of funding.
<b>TECHNICAL</b>	Advances in technology, or from technical failure.

## NATURAL

Weather, natural disasters, or disease.

## POLITICAL

Changes in tax, public opinion, government policy, or foreign influence.

## STRUCTURAL

Dangerous chemicals, poor lighting, falling boxes, or any situation where staff, products, or technology can be harmed.

*The Mind Tools Content Team By the Mind Tools Content Team, Team, T., Wrote, M., Wrote, M., & Wrote, B. (n.d.). Risk analysis and risk Management: Evaluating and managing risks. Retrieved January 3, 2021, from [https://www.mindtools.com/pages/article/newTMC\\_07.htm](https://www.mindtools.com/pages/article/newTMC_07.htm)*

After analyzing all the potential risks, choose the ones that have the most impact to present along with your mitigations.

## References

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All material is authored and designed by the FUSE Society Academia Team.

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