

The background is a solid dark red color. It is decorated with several stylized snowflakes. Some are gold and some are white. They are scattered across the page, with some in the corners and others more centrally located. The snowflakes have a simple, geometric design with six main branches and smaller sub-branches.

# *Christmas case study*

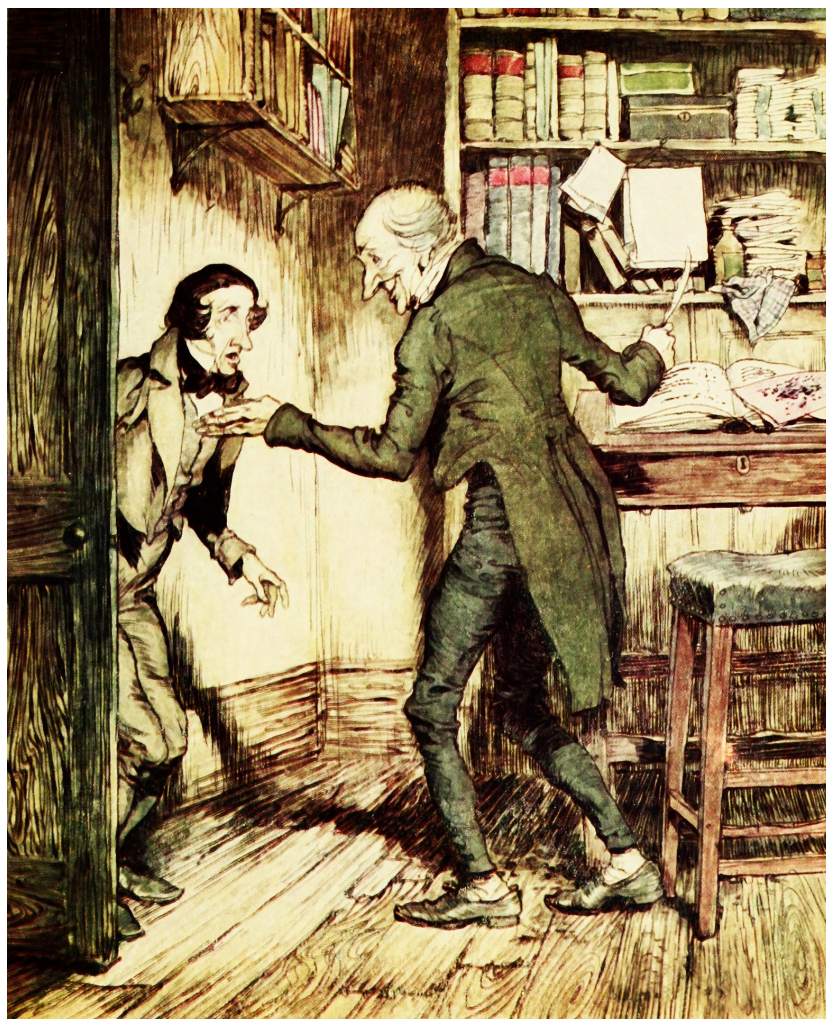
[www.joz.com.pl](http://www.joz.com.pl)  
Magdalena Ślawska

Your company is hiring a new CEO. They've been hunting high and low and it took them months to find candidates who can be taken into consideration.

You were asked to give your opinion about the candidates. Decide who would make the best boss.

Background information: your company produces hi-tech toys. They're available in a limited number of shops. You work in the Sales Department as a manager.

**Candidate nr 1 - Scrooge.** He's well-known for being mean. He loves his wealth but doesn't want to share with anyone. He will probably double the company's revenue but don't count on a pay rise or Christmas bonus. He will make you work hard and if he's not satisfied he will reduce your salary. He screams at his employees and is rather unkind. People are scared of him but you can be sure your business competitors will fear and respect him.



**Candidate nr 2 - Christmas Elf.** Boy, she's really hard-working! If something has to be done it has to be done on time no matter what. Be ready to work extra hours even at weekends and at Christmas. You can count on her experience in managing and dealing with difficult clients. Deep down she has a good heart and is very generous. She will appreciate your engagement and give you a pay rise if she's satisfied with your performance.





**Candidate nr 3** - Santa Claus. He's a famous toymaker. He can produce thousands of toys over a night and nobody knows how he does it. Although he seems to be benevolent, he is very hilarious and sociable. He likes everybody to call him Nick. He gets angry if people don't laugh at his jokes. He prefers people who are good-natured but tends to be forgiving so don't expect him to be fair.



**Candidate nr 4** - Mary Christmas. She's Nick's wife and she is tired of living in his shadow. She's tough, intelligent and demanding. She knows the business and will do what it takes to win. You can count on her instinct. She'll promote those who can fight and stand for themselves. She may be difficult sometimes but she's fair.

Notes: