

Summarize

Business



Summary Martha McCaskey is an employee of a Chicago based Consulting firm called Seleris Associates. Having worked with the company for eighteen months, she is assigned a task that involves the completion of the Silicon 6 project with the Seleris Associates Industry Analysis Division (IAD).

Throughout the period that he has been in the job, she has exhibited exemplary performance and high levels of integrity. For the Silicon 6 project, she will serve as a project leader upon which its success will result to her promotion to the role of a group manager. The promotion will be accompanied by among other benefits, an increase in salary.

Martha McCaskey's task in the Silicon 6 project is not an easy one. She is under intense pressure from the senior management to have the project completed and an action plan delivered to the client. The pressure calls her to make personal sacrifices as well as compromises. She is even considering paying someone to do the project for them, only that it emerged successful. The client too has a great reputation; therefore, the firm cannot take chances with the project. The client is a manufacturer of semi-conductors from California, the issue at hand was that the company wanted to identify the technologies and the cost regime of a new product (chip) that has been produced by client's competitors. Martha's job is to coordinate the activities that will foresee that their client obtains this information. She is tasked with the role of finding the information from another consultant, Phil Devon. The challenge is to have the consultant give her the information, Martha is doubtful.

According to McCaskey, there are two possibilities that can be appropriate in the achievement of this task. Firstly, Phil Devon can be required to give a number of options on how the chips are produced, this would include the <https://assignbuster.com/summarize-essay-samples-3/>

ones that are being produced by the competitor. She thought it would be a good strategy to eliminate any suspicion. However, this would come at a cost of additional funding from the client. The option also relied on the willingness of Devon to provide the information. Secondly, there was the option of leaving the task to Chuck Kaufmann, a senior associate from her firm. He was more experienced in seeking market intelligence information. Despite the option considered, the project would affect Martha in one way or another. She opted to have an interview with Devon; she called and had an early morning interview with a man who was willing to help with the information. However, Martha felt guilty for having deceived him on the purpose of the interview.

McCaskey was to meet Malone to review the progress made during the information gathering. She had prepared a thirty-minute presentation that Malone applauded as well as recommended some changes such as the removal of the word 'representative' in a section that she had labelled representative cost. The next move was to meet the client's plant managers and present to them the findings. They were satisfied with the presentation despite having to question a number of aspects. The marketing manager had casted doubt of how Saleris had conducted the project, but Malone was swift to convince him that that was only the beginning and they would successfully accomplish the task.

Works Cited

Harvard Business School. Martha McCaskey. January 2004.