

GUIDELINES of How to Answer Case Questions

The case study starts from Integrative case study, culture change at Pace. The questions are below case study.

- Q1 - Refer to slides 5A Slide 7 (3 levels of culture)
- Refer to slides 5A Slide 8 (Culture as iceberg)
- What are values?
- 5 values: Passion, integrity, accountability, innovation, and appreciation
- still relevant to company?
- Other values

- Q2 - Refer to Slide show powerpoint 5A slide 26, 5A Slide 33
- slowly or sudden?

- Q3 - Refer to 5A slide 33, slide 36, slide 37, slide 40
- Do you agree?
- Do you think culture affects profil