

The Emerging Leader

Values Case Study

Case Study

Samy is working in a reputable digital marketing company. He is leading a team of three social media specialist Shady, Hanna & Ramy. This team works in cooperation with many other teams: team of engineers, technical support advisors.

One day, one of the critical accounts faced a real issue, it got hacked and risked to damage the company reputation on social media. The attack occurred around 10 p.m., long after the workday had ended. Hanna was home relaxing with her family, Shady was playing Xbox & Ramy was in the hospital with one of his dear friends who just had an accident.

In order to solve this issue, they had to have a representative from social media, engineering and IT. Samy contacted the other teams who showed a high responsiveness & professionalism, then he started to contact his team. He called Ramy first as he is the one responsible for that account. He apologized as it’s emergency, so samy started to talk to Hanna & Shady. Hanna apologize as it was after working hours, while Shady said that he would handle it. Actually, he has just sent an SMS to the IT guy then he switched off his mobile phone and get back to his Xbox.



**Think About it**

If you were in Samy’s shoes what would your approach to solve this issue?

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From you point of view what was Ramy’s most important personal value\s? Which behaviors indicated this value?

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From you point of view what was Shady’s most important personal value\s? Which behaviors indicated this value?

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From you point of view what was Hanna’s most important personal value\s? Which behaviors indicated this value?

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