

# ***BAUER***

## **TEACHING NOTES**

For educational use, here are a few probing topics for further discussion:

### **QUESTION 1**

Bauer made the decision to repurpose its staff and materials quickly after the pandemic took place. What pros and cons do you think needed to be evaluated before Bauer decided to pivot its operations?

### **QUESTION 2**

Some members of the public were not happy with the choice that Bauer made to display its logo. As a communications consultant, would you have supported this decision? Why or why not?

### **QUESTION 3**

What impact, if any, will this decision have on Bauer's operations moving forward?

### **QUESTION 4**

What lessons can other companies take away from Bauer's decision to pivot operations in such a timely manner?

### **QUESTION 5**

Did the decision to make its design plan public improve or hinder the publicity that Bauer received? Why or why not?

### **QUESTION 6**

Were there any missed opportunities or resources that Bauer could have used to promote its initiative further?