



## Geneva Business School Application:

### Case Study Response

As part of your Geneva Business School application, we require you to submit a case study response of approximately 500 words. You will be provided with one video and one article as source material. Once you have watched the video and read the article, you will be required to answer six questions to show your understanding of the topic.

To complete the case study, watch this video from Bloomberg:

<https://www.youtube.com/watch?v=X2LwliKhcz0>

Once you have watched the video, please read this article:

<https://www.theguardian.com/business/2019/nov/21/we-work-job-losses-layoffs-global-adam-neumann>

Questions to answer:

1. What business sector does WeWork operate in? What services does it provide and to whom?
2. Describe the change of fortunes the company has experienced as described in the video and the article. What happened?
3. What are some of the underlying reasons for this change?
4. What are some of the consequences of the decisions that have been taken?
5. How do you view the actions of the former CEO, Adam Neumann?
6. If you were to advise this company at this moment of crisis, what would you say to them?