

## APPLEBY ACADEMY BUSINESS SCENARIOS

The business scenarios are outlined below; please choose one to answer in your report.

### APPLEBY'S CORPORATE SOCIAL RESPONSIBILITY PROGRAMME

In 2012 Appleby launched its corporate social responsibility (CSR) strategy. At the heart of our strategy in the Isle of Man is a theme centred on youth, education and sport. There is also the Appleby Charitable Foundation (ACF), which donates over £12,000 to charitable causes on the Isle of Man every year. The ACF is designed to support external requests for funding along with sponsoring local initiatives and supporting staff in raising funds for their chosen charities.

Using the template provided set out your recommendation for how Appleby could promote its CSR programme both internally (to employees) and externally (to the public). Consider the different audiences and how to target each, in a cost-effective way.

### APPLEBY BUSINESS DEVELOPMENT – KEY CLIENT PLAN

As a leading offshore law firm, Appleby is proud of its reputation for high standards of client service. The firm has identified its key and target clients and meets regularly with them through business development and client hospitality.

Using the template provided describe how you would set about evolving Appleby's key client plan and how you would recommend communicating this internally so that everyone is working to the same strategy.

### APPLEBY HUMAN RESOURCES – RECRUITMENT

Appleby's strength and success depends on our commitment to recruit and develop people from the communities in which we operate. Appleby is looking for people with the drive and ability to flourish.

Using the report template outline how you would recommend Appleby's HR team recruit new employees for the Isle of Man office, both in the legal and business services team. Consider the different types of jobs across an organisation and how to best attract candidates.

### APPLEBY MARKETING COMMUNICATIONS – SOCIAL MEDIA

Law firms and professional services firms traditionally have a more cautious, conservative nature when it comes to social media. However, the social media strategy for any business is an integral part of their internal and external brand promotion required to engage both internal and external audiences.

Using the report template consider a strategy to increase the following and engagement on Appleby's social media channels. Include how you would measure any increase.

### APPLEBY INFORMATION TECHNOLOGY – REMOTE WORKING

Appleby operates from 10 offices around the globe; many of its employees travel regularly and thus require flexible, remote working solutions.

In the report template provided, recommend how Appleby could implement a remote working policy across the business. Consider the resources required and how this could positively and negatively impact the company.

