

## Challenge Yourself in Case Competition

Joining case competitions has become a must-do for business school students. As an accounting student, I also joined some case competitions, hoping to gain experience and win awards. In March, I joined the EYAcademy CSR Challenge 2018, where my team and I won the Champion and Most Favorite Video in the AI category.

It is not always easy to win awards in a case competition. It is about determining the best solutions for the challenges that we face. The first challenge concerned how to get along with my other 12 teammates from different universities. Unlike in the previous competitions, my teammates and I did not know each other beforehand. However, as we had to cooperate to complete the competition, I had several meetings and efficient communication with my teammates. Finally, we cooperated well in the presentations. Understanding your challenges is essential to finding the best method to overcome them and meet your goals.

The second challenge concerned the limited preparation period. During several months of preparation, we were required to complete two tasks. First, we had to research and understand the company and market needs to figure out how to help the company formulate a proposal. Second, we were required to make a video to promote our proposal. To finish all of these tasks in the limited time, good planning, time management and, most importantly, flexibility, were essential. We made several changes to the video proposal, which we had not originally foreseen, but which strengthened the overall product. We learned that we should not be afraid to make changes, which are important to tackling challenges.

While overcoming challenges can be difficult and discouraging, we can also learn from them. Challenge yourself, and you won't regret it!

