



[home](#) [what we do](#) [company structure](#) [meet our staff](#) [contact](#) [COM230 consultants](#)

A banner image showing a mountain range with a blue sky and a grid overlay. The text 'Wake Up to the brand new you!' is centered over the image.

Wake Up to the brand new you!

[https://www.riolearn.org/content/shared\\_files/com/waking\\_up\\_website/consultants.html](https://www.riolearn.org/content/shared_files/com/waking_up_website/consultants.html)

# COM 230 Live Event #2 Case Study

## “Confidentiality in the Kitchen”

As a company that specializes in helping people through difficult times, Waking Up, Inc. prides itself on a strict confidentiality policy. Mounds of signatures are collected on behalf of the staff and the clientele to ensure privacy as well as compliance with state and federal laws. Recently, the lines between growing the business and client privacy seem to have become a bit blurred.

9 months ago, Waking Up, Inc. acquired multi-million dollar celebrity client, Bailey Bruznelle. Eager to impress Bailey and keep her career moving in the right direction, Julie Winters, Chief Operations Officer, befriended Bailey during lunch during Bailey’s first stay at Waking Up. Unbeknownst to Bailey’s life coach, Shellie, their friendship quickly grew beyond lunchroom chatter to a seeming sisterhood complete with text messaging and off site shopping when Bailey came through town. Julie enjoyed Bailey’s glamorous company and being a listening ear for the drama in Bailey’s life.

Noting Julie’s relationship with Bailey, the Chief Financial Officer, Caleb, wondered if there might be a way to cash-in a bit more on their relationship to boost Waking Up, Inc. finances and not to mention, their own salaries. Gathering his sidekick, George, the cafeteria director, Caleb cornered Julie in the kitchen one afternoon. Their hushed conversation quickly escalated to louder tones as Julie defended her friendship with Bailey. Didn’t she deserve to have a friend? Now she wondered at what cost. As Julie pondered her conversation with Caleb and George, she realized she might have let a bit more about Bailey’s life slip than she meant to. As hard as she tried, she could not remember who else might have been within earshot. What would Bailey think? What about her boss, Laura?

Outside the kitchen, several clients were having lunch and could not help but hear the increased volume coming from the cook area. The loud discussion was definitely a change of pace from the quiet and serene atmosphere they had come to expect from Waking Up’s environment. Among them was one of Shellie’s current clients, Robby. Dismayed by the chaos and lack of discretion by whoever was in the kitchen, Robby fled to Shellie in an effort to gain some clarity.

After their “chance” encounter Caleb and George had a brief laugh and then conspired as to what or if they should do anything with the information they’d gleaned from Julie. They both liked Julie, but she was far less educated than any of the other staff and seemed to be in her position by virtue of being Laura’s pet rather than rightful heir to the throne as Laura’s successor when and if she ever left Waking Up.

Julie did not have to wonder long as she read the paper the next morning to find a slanderous article with Bailey on the front page and writing that clearly promoted their company. Her stomach ached and her heart raced as Julie made her way to work. Sitting down at her computer she found just what she expected, an urgent email message from Laura signaling an emergency meeting of all directors and officers ASAP.

Walking into the meeting, Julie met the gaze of Caleb and the director of public relations, Paul. Caleb’s eyes twinkled with mysterious innocence while Paul clicked his pencil on the table. Paul was clearly ready to get out of this meeting and take control of the press. “What a disaster!” he muttered under his breath. Meanwhile, Laura set poised at the head of the table, consciously breathing in deeply and routinely. George stared down at his phone and Henry Watts, life coach director, practiced his trade. He was ready to coach the team.

Taking note that each officer and director was present, she began to close the door behind her but was met with the force of an irate Shellie bursting forth into the meeting. Speaking directly to Laura, Shellie exclaimed, “Since I only know just about everything about Bailey, I guess someone forgot to invite me to the meeting.” The door slammed behind her as each took their seats in the tension filled room.

The task before them to diffuse the inner-office conflict and preserve Waking Up’s company image was fierce. How will Laura and her team ever get through this?