

Corporate Writing Portfolio

Leadership, Organizational Communication & Analytical Writing

01 Research Situation analysis	02 Strategy Stakeholder response	03 Execution Executive-ready writing
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Prepared by

Bisetsa Bienvenu

Writing samples reframed as professional case studies for communications, PR, marketing, and corporate affairs roles.

Portfolio Map

This document is organized like a consulting deliverable: the business issue first, the analysis second, then recommendations and supporting writing samples.

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| 01 | Executive Summary
A corporate writing portfolio focused on leadership, organizational communication, and analysis. |
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| 02 | Leadership Analysis
Comparative leadership frameworks and applied examples. |
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Leadership under wicked, tame, and crisis conditions. |
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Systems thinking, communication, and sustaining change. |
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| 05 | Framing Analysis
How leaders shape meaning through language and interpretation. |
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| 06 | Appendices
Original writing samples. |
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Executive Summary

Objective

Showcase analytical writing samples that demonstrate leadership evaluation, organizational communication, framing, systems thinking, and the ability to explain complex concepts clearly.

Skills Demonstrated

- Corporate writing
- Leadership analysis
- Organizational communication
- Critical thinking
- Research synthesis
- Professional reflection
- Clear explanation of abstract concepts

SECTION

Leadership Analysis

Turning classroom analysis into executive-style communication.

Comparative Leadership Framework

The leadership analysis compares public figures through frameworks such as transformational leadership, authentic leadership, situational leadership, team leadership, and servant leadership. Reframed professionally, this work demonstrates the ability to evaluate leadership behavior, identify strengths and limitations, and connect theory to real-world decision-making.

Recommendation	Action	Expected Impact
Abraham Lincoln	Adaptive and transformational leadership.	Demonstrates leading through conflict, moral pressure, and national change.
Dolly Parton	Authentic leadership.	Demonstrates self-awareness, transparency, values, and trust-building.
Franklin D. Roosevelt	Situational leadership.	Demonstrates flexibility, public reassurance, and delegation during uncertainty.
Zdeno Chara	Team leadership.	Demonstrates communication, mentorship, discipline, and team culture.
Simone Biles	Servant leadership.	Demonstrates courage, wellness advocacy, and lifting others through example.

SECTION

Lincoln Case Study

Analyzing leadership under high-stakes pressure.

Case Overview

The Lincoln case study examines leadership as influence, timing, negotiation, and shared responsibility. The writing uses Grint's wicked, tame, and crisis problem framework to explain why passing the 13th Amendment required more than authority. It required coalition-building, moral framing, strategic timing, and distributed leadership.

- Wicked problem: slavery and the future of the country.
- Tame problem: vote counting, legislative procedure, and political bargaining.
- Crisis problem: war pressure, public opinion, and the urgency of acting before conditions changed.
- Shared leadership: Lincoln, Seward, Ashley, Stevens, and others each carried part of the effort.

SECTION

Organizational Development

Applying systems thinking to creative and sports workplaces.

Professional Application

The organizational development writing connects systems thinking to sports photography and creative teams. It explains that media teams are not just individuals completing tasks; they are connected systems shaped by deadlines, communication, technology, stakeholder expectations, and workflow habits.

Key Concepts

- Organizations should be analyzed as systems, not isolated problems.
- Language shapes how teams understand roles, priorities, and expectations.
- Change only lasts when it becomes part of everyday workflow and culture.
- Creative teams need clear communication because fast turnarounds and multiple stakeholders increase the chance of mistakes.

SECTION

Framing Analysis

How leaders create meaning through communication.

Core Insight

Framing is the process of helping people understand what a situation means. Leaders may not control every event, but they influence how others interpret it by emphasizing certain facts, using language and symbols, and connecting the message to stakeholder expectations.

Professional Relevance

This concept is useful in communications and marketing because organizations constantly frame change, crises, campaigns, and public narratives. Strong framing reduces uncertainty, builds shared meaning, and guides action. Ethical framing also requires honesty because how an issue is presented can shape stakeholder trust.

Employer-Facing Value

This corporate writing portfolio shows that I can analyze leadership, explain organizational problems, and communicate ideas in a way that is useful for business, sports organizations, marketing teams, and communications departments.

SECTION

Original Supporting Work

The following pages preserve the original uploaded writing samples as appendices.

Appendix Index

Appendix A - Leadership Analysis.pdf

Appendix B - Lincoln Final Exam.pdf

Appendix C - Final Paper.pdf

Appendix D - Framing Analysis .pdf

Original PDFs are attached after this divider to preserve the source work while giving employers a polished case study first.

ORIGINAL SUPPORTING WORK

Appendix A

Leadership Analysis.pdf

01 Research Situation analysis	02 Strategy Stakeholder response	03 Execution Executive-ready writing
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Prepared by

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Course: ORGL 2050 Foundations of Leadership

Instructor: Dr. Megan Church-Nally

Students: Bisetsa Bienvenu

Leadership Analysis

Due: April 16th, 2026

Leader 1: Abraham Lincoln

Leadership Theory: Adaptive and transformational

Pro's of Theory: Focuses on thinking outside the box, focus on diversity, High EQ, accepts change. They encourage creativity, motivate, and clear vision.

Con's of Theory: go against the person values, bend rules or break them to get the outcome need.

Leadership Style Elements Demonstrated:

Element 1 LXM	How Demonstrated Built strong relationships with his cabinet, even with people he disagreed with.
Element 2 Behavioral approach	How Demonstrated he balanced people and task, he cared about his soldiers and citizens
Element 3 Contingency	How Demonstrated He led the same way every, in wars and decisions
Element 4 Theory Y	How Demonstrated he believed people could do good and rise to reasonability's
Element 5 Situational	Was a good leader no matter if it was a war or in the office. We looked at both worlds.

Leader 2: Dolly Parton

Leadership Theory: Authentic Leadership

Pro's of Theory: Fulfills an expressed need for a trustworthy leadership in society. Explicit moral dimension. Authentic leaders understand their own values, place followers' needs above their own, and work with followers to align their interests to create a greater common good.

Cons of Theory: Moral component not fully explained. Concepts and ideas are not fully sustained. Relies on a leaders personal experiences.

Leadership Style Elements Demonstrated:

Self-Awareness	Dolly Parton had several critical life events that acted as a catalyst for change. For example, she was raised in poverty wearing ragged clothes and was frequently mocked due to this. She now has raised money for
Relational Transparency	She has been open about her struggles to her followers. She has shared core feelings and motives through songwriting, interviews, and her work as a philanthropist.

Internalized Moral Perspective	Although she was turned down by the male dominated music industry several times, she continued to follow her own morals without letting outside pressures control her.
Positive Psychological Capabilities	She has demonstrated hope, optimism, and resilience through the challenges she has faced. Although she lost her brother, lover, and struggled with health issues, she still founded her Imagination library and has raised millions of dollars for charities.
Moral Reasoning	She has created thousands of jobs, raised millions of dollars for charity, and sent out over 100 million books for children. She demonstrates moral reasoning through her unwavering kindness.

Leader 3: Franklin D Roosevelt

Leadership Theory: Situational Leadership

Pros of Theory: Useful in the marketplace, practical and easy to understand, prescriptive, flexible treating people differently based.

Cons of Theory: Few research studies, ambiguous concepts of development, does not explain how development progresses, prescription in practice is not statistically backed, lacks data and descriptives on how demographics effects leadership, and does not address one-on-one versus group settings.

Leadership Style Elements Demonstrated:

Element 1 Delegating	How Demonstrated 1 The creation of new deal programs allow for experts in the field to administer programs without FDR's direct oversight
Element 2 Supporting	How Demonstrated 2 "Fireside chats" were one of the first uses of mass media for politics and allowed for a diverse set of people with diverse feelings to get info and support on what is going on.
Element 3 Coaching	How Demonstrated 3 Going to Congress and asking for support on programs is providing high support for those who may oppose his policies or may recognize the need for drastic action. He provides both the support and the direction of action, saying that "X must be
Element 4 Directing	How Demonstrated 4 Threatening court packing if the court does not do what he wants is low on the supportive side, but it is high in direction. He lets the court know what it should do, and the consequences for not

Element 5 flexibility	How Demonstrated 5 FDR is a master at knowing who needs what. He lets his generals and those in his administration handle their jobs and provides support for those who are either not on board or who are not strictly able to do things to get them on his agenda as well. He is very good at being flexible in his leadership skills.
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Leader 4: Zdeno Chara

Leadership Theory: Team Leadership

Pro's of Theory: Keeps teammates communicating, connected

Con's of Theory: Limited independent work, work is less personalized

Leadership Style Elements Demonstrated:

Open communication	Chara is fluent in Slovak, Czech, Polish, Russian, German, Swedish and English, thus allowing him to communicate fluently with several teammates and coaches who may not be working in their home country
Respect and collaboration	Chara won the Crystal Wing Award for Sport in 2023; which symbolizes the soaring spirit of sportsmanship
Coaching, building commitment	After retirement in 2022, he continued his leadership off the ice by taking on an advisory and mentorship role with the Bruins' hockey operations, helping current players develop as leaders.
Mentorship to achieve team effectiveness	He mentored younger players by modeling preparation and discipline, helping pass leadership down to future captains.
Behaviorally flexible, adaptable, variety of skills	In the 2019 Stanley Cup Final, Chara broke his jaw in multiple places yet chose to return and play, balancing personal health risks with the responsibility of setting an example for his teammates.

Leader 5: Simone Biles

Leadership Theory: Servant Leadership

Pro's of Theory: high trust, strong team commitment, increased collaboration, individual growth

Con's of Theory: burnout, hard to implement, risk of passive leadership

Leadership Style Elements Demonstrated:

Leader is attentive to followers	Her teammates constantly discuss how Simone puts them first and is always lifting her teammates up. She has inspired so many people around the world including teammates, coaches, and young gymnasts.
Leading By Example	She has consistently led her team through many Olympic Games and has won up to 11 gold medals. She has strong courage and commitment.
Healing	Simone had a really hard upbringing. She was forced to be in foster care, her parents were in and out of her life, and many more. She then used that to turn it into a great gymnast and leader to those around her.
Awareness	She is a national ambassador for Friends of the Children Organization, an organization that mentor's youth in foster care.
Prioritizing Well Being/Vulnerability	She Biles stepped back from the 2020 Olympic competition to prioritize her mental health. Since then, she has become an advocate for mental health and has opened a space for other athletes to share their experiences

Our Best Leadership Theory: Servant / Authentic

Listening	Encourages followers to speak up
Empathy	Shows compassion for other people and encourages trust
Healing	Fixes past wrongs
Awareness	Keeps leaders grounded to actual problems
Persuasion	Allows group decisions to be based on consensus rather than direction
Conceptualization	Visualizes next steps
Foresight	Predict "the future"
Stewardship	Responsibility over ensuring that the group is well managed, benefitting the followers
Commitment to the growth of people	Providing followers with opportunities to advance in their careers
Building community	Encouraging followers to feel like they are part of a team

ORIGINAL SUPPORTING WORK

Appendix B

Lincoln Final Exam.pdf

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In the movie Lincoln leadership is not seen as just one person giving orders and making everyone follow them. In the movie, it shows leadership as something that is messy that needs good influence, timing, and people to step up in the right moment. For example, when Lincoln was trying to get the 13th Amendment passed it wasn't just a political task tension pulling him down but instead the war, public opinion, laws, political parties, and the future of the country were all tensions pulling him down that required leadership. The movie goes through Grint's frameworks on wicked, tame, and crisis problems along with leadership frameworks like rotated, integrated, distributed, and comprehensive shared leadership, Lincoln wins in the end because he knows the problem is bigger than one vote and bigger than one single leader.

According to Grint, crises are problems that need immediate action, secondly tame problems are hard problems but solvable at the end and lastly wicked problems are messy, always changing and forces the leader to answer the "why" questions, not just the "how" questions. In Lincoln, the wicked problem was getting the Amendment passed before the war ended, along with slavery being the bigger picture of course. The crisis moments in the movie were them fighting at Wilmington along with pressure from his constituents, the tame problem was them counting the votes while managing the Houses policy's. From Grint's definition of a crisis, he says that crisis's force the leader to ask "why". Throughout the movie we see Lincoln urging and stressing people on why the Amendment needs to pass and why the Emancipation Proclamation was not enough at that time. He also stressed that it needed to happen asap because waiting could make it worse like dragging on the war and he also he used religion to try to get the 13th Amendment passed to his constituents like in the beginning scene when he was talking to the 2 Republican spy's, he was asking if they would be in favor for abolishing slavery,

he followed up by saying that it was something that went against God's wishes and will, that God would not like us owning other people as property when he was talking to the 2 Republicans. The during the 2-Republican conversation with the spy's, the women says that the Amendment needs to happen while the one Republican guy is more hesitance seeming like he was just there to get paid for the information, this shows how Grint also defines wicked problems. Grint defines problems as something that is socially built meaning that people define the problems differently depending on their interest which we see throughout them movie, like the north vs the south on slavery, they defined it differently, the south claiming that it was their God given right vs the North which claimed that God didn't want this, this is also an example of how temptation's were so strong and connected in the big picture of slavery.

Another example of Grint's wicked, tame, crisis is in the opening with Harold and Clark. The 2 black soldiers serving in the union for 2 years, during that scene they challenge Lincoln directly about equal pay and lack of to no opportunities for black soldiers during the war and after. Those issues on equal pay shows smaller issues that fit inside a larger issue, the pay problem would be considered as a tame problem because it's something that can be fixed through policy, like EPA which stands for the Equal Pay act which was signed into effect in 1963, demanding men and women to get paid the same for the same job roles and duties. The equal pay problem is tame because the bigger picture of the wicked problem from the civil war, emancipation proclamation, and the 13th Amendment was whether black people were seen as equal, that tame equal pay problem shows how it fits into the bigger picture of passing the 13th amendment. Another good example of wicked problems evolving from Grint's work that appeared in the movie was when they counted the votes, just because the vote and law passed, doesn't mean people will change or listen you like for example , laws for black people being free

doesn't mean slaveowners will abide by those rules, laws for banning slaveowners to own people as property doesn't mean they will listen or go down without a fight, those movie examples show how Grint defines wicked problems, something that constantly changing and moving.

The movie Lincoln also shows all 4 models of collaboration from Share, Don't Take the Lead, showing how all 4 of the leadership styles work. Rotated shared leadership means that leadership shifts depending on the moment and situation. In the movie, it shows how Lincoln is not the only person leading all the time in the movie. In rotated leadership, Lincoln becomes the leader when it comes to the vision of abolishing slavery and pushing the amendment, Seward becomes the leader when it comes to strategizing the campaign and collecting votes behind the scenes, James Ahsley becomes the leader when it comes to leading and steering the House for Lincoln so they could bring the 13th Amendment forward and push it to other constituents that were radical Republicans like him in the House of Representatives, along with the radical Republicans there was Thaddeus Stevens who leads the radical Republicans side, which he helps out by adding pressure and stressing Lincoln's vision of the 13th Amendment passing. Those 4 examples show how Rotated leadership works.

Integrated shared leadership means that influence goes back and forth not just from the top to down only. Both Lincoln and Seward show integrated leadership because Lincoln might be the head overall leader, but it also doesn't mean he still can't get influenced like when Seward was warning him about the risk that could come from the south and his fellow constituents from trying and passing the 13th Amendment and when he was helping him build his strategy for the Amendment so it could get passed. Another example would be when James tells Lincoln how hard it will be to get votes after being pushed to focus on Republicans by Lincoln. Another instance would be when Steven doesn't obey Lincoln but instead, he questions, doubts him but still works

with him, last example of rotated leadership would be Mary pushing Lincoln to do good no matter what, seeing what Lincoln was accomplishing, she was there leading him through the uncertainty's that he didn't know how to handle, specifically when he was trying to abolish slavery. Also examples and instances show how integrated leadership is seen in the movie.

Distributed shared leadership means leadership roles are spread across a network. The first example would be when they were trying to get the bill passed; many different people had parts and roles all working differently when trying to get the bill passed. Lincoln and Seward were making plans, while Bilbo, Latham, and Schell were getting votes from the Democratic party. Second example of distributed leadership would be Colfax keeping the House in order while Ashley was pushing for the 13th Amendment to pass all happening while Stevens was holding the radical Republicans support up with along with Blair helping with conservative Republicans. Also, in the movie it showed how distributed leadership works well in the military since it's a network and has multiple levels of chain of command like corporals, generals, sergeants and lieutenants.

Comprehensive shared leadership is when Distributed, Rotated and Integrated leadership all come together since they kind of overlap a bit. In the movie it showed Lincoln was never alone or solo actor but rather a part of a bigger system when he was trying to get the bill passed. Lincoln had the vision, Seward had the strategic mind, Ashley managed the House, Steven managed the radicals, Blair managing the conservatives and the lobbyists also working on change the minds of undecided Democrats. This system had to happen to pass the bill; the movie is great examples of how systems work and how big change requires a whole system of people all working together in different ways collaborating to fix the wicked problem.

In the movie, one of the first paradoxes I noticed was Peace Vs Justice. Lincoln wants to frame the 13th Amendment as abolishing slavery while defeating the south that it was a necessity, but the confederate side wants to view the Civil War as a treaty and not acknowledge the abolishment of slavery this shows he had to demonstrate both and thinking instead of either or thinking because he knew if the peace came first the amendment would of failed. Another contradiction and paradox I noticed was law vs morals. He used the law to seize slaves as “property”. He knew the law was vague so he took advantage of the laws by buying and owning slaves to set free but regardless under that system black people were still viewed as slaves until the 13th Amendment he also sees the contradiction on owning slaves as property in the civil war but says it's a necessity to win the war to abolish slavery.

In conclusion, the movie Lincoln connects to Grints ideas of wicked problems connecting to slavery and the 13th Amendment. The bill was a part of a bigger struggle that had tensions pulling from side like equality, freedom and the overall future of the country. This movie shows how Lincoln didn't solve the issue by himself, rather he got help and support from his constituents, all being a part of the whole system that needed different leadership styles for different situations when the bill needed to get passed.

ORIGINAL SUPPORTING WORK

Appendix C

Final Paper.pdf

01 Research Situation analysis	02 Strategy Stakeholder response	03 Execution Executive-ready writing
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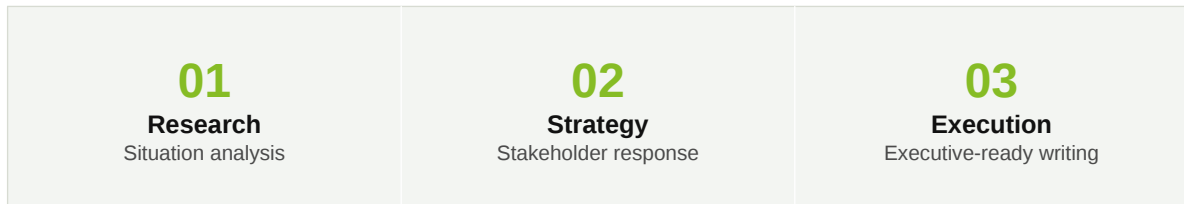
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Organizational Development is a useful way to understand how organizations work and how they improve overall. I think the OD lenses are valuable because they look at the whole system instead of focusing on a single employee or issue. Organizations are made of many different connected parts. If one of the parts changes, it will affect the whole organization. OD uses social and behavioral science to help guide change for OD practitioners for realistic and affective change. For example, according to Burkes, he says that system theory shows that issues/problems should be looked at as part of the bigger picture, not just separate issues. This helps organizations avoid quick fixes and instead make changes that will actually last in the work environment. My career plan is to work in the sports photography world, possibly move into leadership or creative director roles. It may seem like photography doesn't have any correlations but to me there's so many aspects I can use for OD in the sports world. In sports photography, each hour and day is always changing so you have to work with teams/coaches, deadlines like fast turn arounds like after the game, special team events and practices, and be able to communicate clearly with others since you are handling multiple stakeholders in photography. OD helps improve how teams work together and handle change. For example, if a team changes its brand or starts using new technology understanding the change can help everyone adjust better, like switching canto which is cloud archival data site it can cause new interns or employees confusion. If I do move into a leadership or HR role, OD will be more useful because I will be responsible for helping teams perform better and stay organized, keeping everything in line. The two concepts from this class that I think will show up in my career are that organizations are shaped by language and by sustaining the change. First, organizations are shaped by communication and shared meaning. This means that how people talk and interact can shape how people work and get things done according to Olson & Eoyang. In sports media teams, this could affect how people share ideas, give feedback, and work together. If communication is not clear, it can lead to confusion and mistakes. Second, sustaining change is also important to me because change does not always last, unless it becomes a part of everyday occurrence and habits. According to Kotter, change only works if it becomes "the way we do things around here." In my future career, this means making sure ideas or workflows stick around instead of going away in a short time. The most important thing I learned from this course is that real change isn't just about doing something new but instead it's about changing how people think and communicate. Before this class, I thought change was about adding new ideas or systems, but now I know the clear distinction between how people work together and understand their roles when working while collaborating with each other. As I know this will affect me in the future, I will focus more on communication and making sure everyone is on the same page. Overall, OD taught me that improving an organization takes time, effort and a focus on both people and the system.

ORIGINAL SUPPORTING WORK

Appendix D

Framing Analysis .pdf



Prepared by

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The characteristics and qualities of framing in leadership can be seen in how leaders shape the meaning of events and help others understand what is happening. First, framing defines the meaning of a situation. Leaders explain “the situation here and now,” which influences whether people see something as a success, failure, crisis, or opportunity. Second, framing constructs reality through communication. Leadership communication does more than just pass along information. It helps create shared meaning that influences how people interpret events and decide what actions to take. Third, even if leaders cannot control the events themselves, they can still influence how others view them by controlling the context and how the situation is presented.

Another important part of framing is selecting and emphasizing certain meanings. Leaders choose which parts of a situation to highlight and which parts to downplay. This shapes what people believe is most important. Framing also relies on language and symbols. Leaders often use metaphors, stories, or slogans to explain complex ideas and guide how others interpret them. In addition, framing is connected to mental models. Leaders use their past experiences and beliefs to interpret situations, and those experiences influence how they explain issues to others. Framing can also help reduce uncertainty. When a situation is confusing or unclear, a strong frame helps people understand what is going on and what actions should follow.

Framing must also connect with stakeholders. If the audience does not relate to the message or the way it is presented, the framing will not be effective. Because different people can interpret events in different ways, framing also involves persuasion. Leaders need to be credible so that others trust their interpretation of the situation. Finally, framing has ethical implications. Leaders should think about the consequences of how they present issues and make sure they are communicating honestly and responsibly with others.