



## **CAREER CLUSTER**

Entrepreneurship

## **INSTRUCTIONAL AREA**

Product/Service Management

# **ENTREPRENEURSHIP SERIES EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

## **21<sup>st</sup> CENTURY SKILLS**

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

1. Build corporate brand.
2. Explain the role of customer service in positioning/image.
3. Identify internal and external service standards.
4. Explain the role of promotion as a marketing function.
5. Explain the nature of direct marketing channels.

## **EVENT SITUATION**

You are to assume the role of founder and owner of FARM TO BED, an up-and-coming online business that sells bedroom linens created by materials grown by local farmers. The general manager (judge) feels that the company would benefit from joining social media and wants your advice on how to use social media to build the FARM TO BED brand.

FARM TO BED uses all locally farmed cotton, wool and yarns to create bedroom curtains, sheets and blankets. Farms across the region sell their cotton, wool and specially made yarns for material use. The business only uses organic dyes for coloring. In the beginning, you were able to turn the raw materials into bedroom creations independently, but now that the company has grown, over 100 employees work in the company warehouse to keep up with demand.

FARM TO BED sells items online, in the store front near the warehouse and at area farmer's markets. Online sales have reached an all-time high, and now customers must wait 30 days from the time an order is placed until delivery.

The general manager (judge) feels that FARM TO BED should have a presence on social media. The general manager (judge) thinks that social media would help build the FARM TO BED brand and be extremely useful in customer service.

The general manager (judge) wants you to decide which social media platforms would be the best fit for FARM TO BED and to explain your reasoning. The manager (judge) also wants you to determine what content will be showcased on the social media platform(s) you have chosen and how customers will be encouraged to interact.

You will present your ideas to the manager (judge) in a role-play to take place in the manager's (judge's) office. The general manager (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the manager's (judge's) questions, the manager (judge) will conclude the role-play by thanking you for your work.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## **JUDGE ROLE-PLAY CHARACTERIZATION**

You are to assume the role of general manager of FARM TO BED, an up-and-coming online business that sells bedroom linens created by materials grown by local farmers. You feel the company would benefit from joining social media and want the founder and owner's (participant's) advice on how to use social media to build the FARM TO BED brand.

FARM TO BED uses all locally farmed cotton, wool and yarns to create bedroom curtains, sheets and blankets. Farms across the region sell their cotton, wool and specially made yarns for material use. The business only uses organic dyes for coloring. In the beginning, the owner (participant) was able to turn the raw materials into bedroom creations independently, but now that the company has grown, over 100 employees work in the company warehouse to keep up with demand.

FARM TO BED sells items online, in the store front near the warehouse and at area farmer's markets. Online sales have reached an all-time high and now customers must wait 30 days from the time an order is placed until delivery.

You feel that FARM TO BED should have a presence on social media. You think that social media would help build the FARM TO BED brand and be extremely useful in customer service.

You want the owner (participant) to decide which social media platforms would be the best fit for FARM TO BED and to explain his/her reasoning. You also want the owner (participant) to determine what content will be showcased on the social media platform(s) chosen and how customers will be encouraged to interact.

The participant will present ideas to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. What is the best way to find followers for our social media?
2. How often should we post on social media? Will the frequency differ between platforms? Will the content differ between platforms?
3. How will we know if social media has helped build our brand?

Once the owner (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the owner (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

## Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## ENTREPRENEURSHIP SERIES, 2018

Participant: \_\_\_\_\_

### JUDGE'S EVALUATION FORM

I.D. Number: \_\_\_\_\_

#### INSTRUCTIONAL AREA

Product/Service Management

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Build corporate brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the role of customer service in positioning/image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of direct marketing channels?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						