



FINANCIAL SERVICES MANAGEMENT TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will give an ID label to your adult assistant during the preparation time.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge), followed by up to 5 minutes to answer the judge's questions. All members of the team must participate in the presentation, as well as answer the questions.
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS EVALUATED

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS EVALUATED

- Identify desirable personality traits important to business.
- Demonstrate honesty and integrity.
- Demonstrate responsible behavior.
- Demonstrate ethical work habits.
- Describe traits important to the success of employees in the financial services industry.
- Maintain a positive attitude.
- Explain the use of interdepartmental/company communications.
- Develop a promotional plan for a business.

CASE STUDY SITUATION

You are to assume the role of marketing assistants for JONES CONSULTING. The marketing director (judge) has asked you to develop a plan for an internal public relations campaign.

JONES CONSULTING is a major national firm providing management, marketing, accounting and auditing services for important corporations. Recently, one of these corporations was in the news for an error in accounting. Apparently, its profits were not \$100 million, but \$10 million. The accountants with the company that made the mistake were fired, but the damage was done: the company's stock has decreased 50%. The media is having a feeding frenzy with this scandal. Your firm handled the audit of this corporation, and the error was not discovered by your audit team.

An internal investigation of the team that handled the audit is being conducted. There is conflicting information as to whether the team found the error and chose to not make the information public, or genuinely made an error. Either way, the mood within your firm is grim and tense. Many employees are trying to find other jobs quickly, and some want to sell their stock options.

Top management is concerned about even the mere suggestion of a scandal associated with the firm. Most of the marketing department is hard at work addressing the media and reassuring clients. The marketing director (judge) wants you to create an internal public relations campaign targeted to the firm's 5,000 employees. The campaign is to send a two-fold message: to inform employees that top management will not stand for any unethical work and to reassure employees that JONES CONSULTING will survive the accusations and remain profitable. The management fears that the spectacle of many employees leaving the firm sends a poor message to the firm's clients and the media.

Currently, communication throughout the company is done electronically. Major announcements are made via e-mail, and the company has an intranet that informs employees of recent firm news. The marketing director (judge) has asked you to determine the best messages for management to send its employees and to decide on the method of communication.

You will present your plan to the marketing director (judge) in a meeting to take place in the marketing director's (judge's) office. Once you have presented your campaign and have answered the marketing director's (judge's) questions, the marketing director (judge) will conclude the meeting by thanking you for your efforts.

JUDGE'S INSTRUCTIONS

You are to assume the role of marketing director for JONES CONSULTING. You have asked your marketing assistants (participant team) to develop a plan for an internal public relations campaign.

JONES CONSULTING is a major national firm providing management, marketing, accounting and auditing services for important corporations. Recently, one of these corporations was in the news for an error in accounting. Apparently, its profits were not \$100 million, but \$10 million. The accountants with the company that made the mistake were fired, but the damage was done: the company's stock has decreased 50%. The media is having a feeding frenzy with this scandal. Your firm handled the audit of this corporation, and the error was not discovered by your audit team.

An internal investigation of the team that handled the audit is being conducted. There is conflicting information as to whether the team found the error and chose to not make the information public, or genuinely made an error. Either way, the mood within your firm is grim and tense. Many employees are trying to find other jobs quickly, and some want to sell their stock options.

Top management is concerned about even the mere suggestion of a scandal associated with the firm. Most of the marketing department is hard at work addressing the media and reassuring clients. You have asked your assistants (participant team) to create an internal public relations campaign targeted to the firm's 5,000 employees. The campaign is to send a two-fold message: to inform employees that top management will not stand for any unethical work and to reassure employees that JONES CONSULTING will survive the accusations and remain profitable. The management fears that the spectacle of many employees leaving the firm sends a poor message to the firm's clients and the media.

Currently, communication throughout the company is done electronically. Major announcements are made via e-mail, and the company has an intranet that informs employees of recent firm news. You have asked these assistants (participant team) to determine the best messages for management to send its employees and to decide on the method of communication.

The marketing assistants (participant team) will present a plan to you in a meeting to take place in your office. After the initial presentation, you are to ask the following questions of each participant team:

1. If we follow your plan, are we admitting that employees in our firm did make grave errors?
2. How does your plan stop our firm from becoming its own worst enemy, with employees accusing each other of wrongdoing when none has occurred?
3. How long should we continue this campaign?

Once the marketing assistants (participant team) have presented their ideas and have answered your questions, you will conclude the meeting by thanking them for their work.

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

JUDGING THE PRESENTATION

The Management Team Decision Making events were created by DECA in response to the career opportunities available for participants in these occupational areas.

The participant team will first take a comprehensive exam based on knowledge of general marketing competencies. Participant teams with a career interest in one of the occupational areas will analyze a case situation related to a business in the chosen occupational area. The participant team will make decisions regarding the situation, then make an oral presentation.

The participant team will assume the role of a management team for the business represented in the case situation. The role of the judge(s) is that of an executive (if one judge) or executive team (if more than one judge) for the business.

Participants will be evaluated according to the Evaluation Form.

Participants will be scheduled for presentations at fifteen (15) minute intervals.

Please place the participant team's name and identification number in the upper right-hand corner of the Evaluation Form (unless it has already been done for you).

During the first 10 minutes of the interview (after introductions), the participant team will present their analysis, decisions/recommendations, and the rationale behind the decisions. Allow the participants to complete this portion without interruption, unless you are asked to respond.

During the next 5 minutes you are to ask questions of the participant team to determine their understanding of the situation presented. Both members of each team should respond to at least one question. To ensure fairness, you must ask each participant team the same questions (questions are provided in the Judge's Instructions). After asking the standard questions, you may ask other questions specific to the current participant team.

After the questioning period you will close the event by thanking the participants for their input. Then complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is one hundred (100) points. The presentation will be weighed at twice (2 times) the value of the exam scores.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

We hope you are impressed by the quality of the work of these potential managers. If you have any suggestions for improving the event, please mention them to your event director.