



CAREER CLUSTER

Finance

INSTRUCTIONAL AREA

Emotional Intelligence

FINANCIAL SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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 have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

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

PERFORMANCE INDICATORS

- Describe the role of financial institutions.
- Explain the responsibilities of finance professionals in providing client services.
- Describe the nature of ethics.
- Assess long-term value and impact of actions on others.
- Interpret business policies to customers/clients.
- Explain the nature of effective communications.
- Build trust in relationships.

CASE STUDY SITUATION

You are to assume the roles of the director of customer relations and the area director for WAKE CITY BANK, a local bank in a large city with 20 locations. The president of the bank (judge) needs your team to determine how to best communicate a change in operating procedures to a vulnerable group of customers and ensure understanding of procedures and technology.

WAKE CITY BANK has been in business since the early 1920s. The company has helped numerous local businesses start-up, helped families purchase homes, assisted with retirement planning and has thousands of customers of all ages with checking accounts and savings accounts.

Like many other financial institutions, WAKE CITY BANK is having a difficult time hiring people to work as bank tellers in the various branches. The rising costs associated with keeping 20 locations open has also put a strain on the bank. In response, WAKE CITY BANK has decided to close 15 of its locations and instead focus on online banking.

WAKE CITY BANK will now have limited operating hours on the five remaining branch locations and will assign fees to customers that go to a physical location for basic withdrawals, deposits and payments. There are over 100 WAKE CITY BANK automated teller machines (ATMs) in the city that provide customers withdrawal and deposit access. The WAKE CITY BANK mobile app also allows customers to deposit checks, transfer money between accounts and make payments on loans. The bank website also allows customers to transfer funds and make payments. A new 24-hour help chat is available on the mobile app and on the bank website.

The bank president (judge) is most concerned about elderly customers that have been banking with WAKE CITY BANK their entire lives and have not embraced technology. The bank president (judge) wants your team to determine the following:

- The responsibilities of WAKE CITY BANK to the elderly market
- Ethical considerations in the bank's decisions
- Long-term impact of the bank's decisions
- Methods to effectively communicate new policies to the market
- How to ensure customers understand how to withdraw, deposit and make payments

You will present the information to the president (judge) in a meeting to take place in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear the information. After you have presented the information and have answered the president's (judge's) questions, the president (judge) will conclude the meeting by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the president of WAKE CITY BANK, a local bank in a large city with 20 locations. You need the director of customer relations and the area director (participant team) to determine how to best communicate a change in operating procedures to a vulnerable group of customers and ensure understanding of procedures and technology.

WAKE CITY BANK has been in business since the early 1920s. The company has helped numerous local businesses start-up, helped families purchase homes, assisted with retirement planning and has thousands of customers of all ages with checking accounts and savings accounts.

Like many other financial institutions, WAKE CITY BANK is having a difficult time hiring people to work as bank tellers in the various branches. The rising costs associated with keeping twenty locations open has also put a strain on the bank. In response, WAKE CITY BANK has decided to close fifteen of its locations and instead focus on online banking.

WAKE CITY BANK will now have limited operating hours on the five remaining branch locations and will assign fees to customers that go to a physical location for basic withdrawals, deposits and payments. There are over 100 WAKE CITY BANK automated teller machines (ATMs) in the city that provide customers withdrawal and deposit access. The WAKE CITY BANK mobile app also allows customers to deposit checks, transfer money between accounts and make payments on loans. The bank website also allows customers to transfer funds and make payments. A new 24-hour help chat is available on the mobile app and on the bank website.

You are most concerned about elderly customers that have been banking with WAKE CITY BANK their entire lives and have not embraced technology. You want the director of customer relations and the area director (participant team) to determine the following:

- The responsibilities of WAKE CITY BANK to the elderly market
- Ethical considerations in the bank's decisions
- Long-term impact of the bank's decisions
- Methods to effectively communicate new policies to the market
- How to ensure customers understand how to withdraw, deposit and make payments

The participant team will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant team and asking to hear the information.

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

1. Is there any age group of customers that we do not have to be concerned about?
2. How far in advance should we begin communicating the changes to customers?

Once the director of customer relations and the area director (participant team) have presented information and have answered your questions, you will conclude the role-play by thanking the director of customer relations and the area director (participant team) for the work.

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

EVALUATION INSTRUCTIONS

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 demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

Evaluation Form Interpretation

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

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participants 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	Participants 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 th percentile of business personnel performing this performance indicator.
Below Expectations	Participants 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 th percentile of business personnel performing this performance indicator.
Little/No Value	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



FINANCIAL SERVICES TEAM DECISION MAKING 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA: Emotional Intelligence

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe the role of financial institutions?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the responsibilities of finance professionals in providing client services?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe the nature of ethics?	0-1-2-3	4-5-6	7-8	9-10	
4.	Assess long-term value and impact of actions on others?	0-1-2-3	4-5-6	7-8	9-10	
5.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6	7-8	9-10	
6.	Explain the nature of effective communications?	0-1-2-3	4-5-6	7-8	9-10	
7.	Build trust in relationships?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						