



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Entrepreneurship

ENTREPRENEURSHIP SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st 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 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 – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Adapt to changes in the business environment.
- Use creative problem-solving in business activities/decisions.
- Develop and/or provide product/service.
- Plan product mix.
- Build product/service brand.

EVENT SITUATION

You are to assume the role of the owner of BOARDS OF FUN, a unique catering company that provides large charcuterie and grazing boards for events. Your business partner (judge) is concerned about the decline in the popularity of charcuterie boards and wants you to decide how to expand the business to stay relevant.

BOARDS OF FUN offers catering for all types of events. The catering packages include large tablespaces made entirely of charcuteries. Charcuteries include varieties of meats, cheeses, crackers, olives, pickles, fruits, nuts, vegetables, jams, dipping sauces and breads. The only pieces of the charcuteries boards that BOARDS OF FUN makes in-house are the jams and dipping sauces. All other ingredients are purchased and then sliced and styled internally.

BOARDS OF FUN does not have a storefront. Instead, employees construct the various charcuteries boards in a large kitchen space with many counters, industrial refrigerators and freezers.

Your business partner (judge) has noticed a sharp decline in the number of catering jobs being booked each month. It turns out that the popularity of charcuterie boards is declining. Your business partner (judge) needs you to determine how BOARDS OF FUN can remain relevant. Your business partner (judge) wants you to determine what additional products the business can offer that will build the brand and create renewed enthusiasm for the business.

You will present your ideas to your business partner (judge) in a role-play to take place in the business partner's (judge's) office. The business partner (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 business partner's (judge's) questions, the business partner (judge) will conclude the role-play 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. Event Situation
3. Judge Role-Play 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.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of a business partner of BOARDS OF FUN, a unique catering company that provides large charcuterie and grazing boards for events. You are concerned about the decline in the popularity of charcuterie boards and want the owner (participant) to decide how to expand the business to stay relevant.

BOARDS OF FUN offers catering for all types of events. The catering packages include large tablespaces made entirely of charcuteries. Charcuteries include varieties of meats, cheeses, crackers, olives, pickles, fruits, nuts, vegetables, jams, dipping sauces and breads. The only pieces of the charcuteries boards that BOARDS OF FUN makes in-house are the jams and dipping sauces. All other ingredients are purchased and then sliced and styled internally.

BOARDS OF FUN does not have a storefront. Instead, employees construct the various charcuteries boards in a large kitchen space with many counters, industrial refrigerators and freezers.

You have noticed a sharp decline in the number of catering jobs being booked each month. It turns out that the popularity of charcuterie boards is declining. You need the owner (participant) to determine how BOARDS OF FUN can remain relevant. You want the owner (participant) to determine what additional products the business can offer that will build the brand and create renewed enthusiasm for the business.

The participant 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 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. Why should we or shouldn't we ask our customers for suggestions?
2. Do we have the equipment needed to provide your suggestion?

Once the owner (participant) has presented information 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.

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.

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	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 th 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 th 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 th percentile of business personnel performing this performance indicator.



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JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

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Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Adapt to changes in the business environment?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Use creative problem-solving in business activities/decisions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Develop and/or provide product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Plan product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Build product/service brand?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
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	
TOTAL SCORE						