



CAREER CLUSTER

Business Management & Administration

INSTRUCTIONAL AREA

Communication Skills

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of staff communication.
- Choose and use appropriate channel for workplace communication.
- Explain the nature of effective written communications.
- Explain the nature of effective verbal communications.

EVENT SITUATION

You are to assume the role of a front desk employee at GRAND GROCERY DISTRIBUTION CENTER, a large distribution center for a regional grocery store. The manager (judge) asked you to communicate a change in policy to all staff.

GRAND GROCERY DISTRIBUTION CENTER has four parts to the complex: the front office, the executive offices, the employee locker room and the product fill area. Employees have always had access to go from one part of the complex to the other by simply opening doors. Management has decided to secure all areas of the complex, requiring a keycard to enter the four parts, including the front office. Visitors to the complex will need to be buzzed in from the front desk area to unlock the front door.

Starting next month, all GRAND GROCERY DISTRIBUTION CENTER employees will need to receive their keycard that will allow them access to appropriate parts of the complex. The manager (judge) asked you to communicate the change in policy to all staff.

You will explain your ideas to the manager (judge) in a role-play to take place at the office. The manager (judge) will begin the role-play by asking about the staff information. After you have explained and have answered the manager's (judge's) questions, the manager (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 manager at GRAND GROCERY DISTRIBUTION CENTER, a large distribution center for a regional grocery store. You asked the front desk employee (participant) to communicate a change in policy to all staff.

GRAND GROCERY DISTRIBUTION CENTER has four parts to the complex: the front office, the executive offices, the employee locker room and the product fill area. Employees have always had access to go from one part of the complex to the other by simply opening doors. Management has decided to secure all areas of the complex, requiring a keycard to enter the four parts, including the front office. Visitors to the complex will need to be buzzed in from the front desk area to unlock the front door.

Starting next month, all GRAND GROCERY DISTRIBUTION CENTER employees will need to receive their keycard that will allow them access to appropriate parts of the complex. You asked the front desk employee (participant) to communicate the change in policy to all staff.

The participant will present information to you in a role-play to take place at the office. You will begin the role-play by asking about the staff communication.

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

1. Why does our complex need to be secured?
2. How should the front office allow guests to visit secured sections of the complex?

After the front desk employee (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the front desk employee (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.



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION 2024

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Communication Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of staff communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Choose and use appropriate channel for workplace communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the nature of effective written communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the nature of effective verbal communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						