



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Emotional Intelligence

BUSINESS SERVICES MARKETING 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 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

1. Determine ways of reinforcing the company's image through employee performance.
2. Recognize and respond to ethical dilemmas.
3. Recognize/Reward others for their efforts and contributions.
4. Enlist others in working toward a shared vision.
5. Ascertain employee's role in meeting organizational goals.

EVENT SITUATION

You are to assume the role of general manager at PACKER FACTORY SERVICES, a company that provides product repair service to residential and commercial customers. The owner of the company (judge) wants you to immediately address a concern shared by the general public.

PACKER FACTORY SERVICES offers repairs, calibration and upkeep on a wide variety of brands of products, such as washing machines, dryers, refrigerators, ovens, dishwashers, lawn/outdoor equipment and fitness equipment. PACKER has contracts with retailers and offices in the area as well as individual orders with residents in the community that need product repairs.

The company has been rated number one in the area for customer service and has a great reputation for their repair work and professionalism. Both residential and commercial clients like the company's "On Time, Every Time" motto. The company differentiates itself from competitors by offering an exact appointment time for clients, rather than a 3-hour window. Customers appreciate knowing exactly when the repair service will arrive. Employees recently began earning monetary bonuses for arriving exactly on time.

PACKER employees travel to job sites in company trucks. The trucks have the PACKER FACTORY SERVICES logo on each door and on the rear of the vehicle. The back of each company truck also has a decal that asks, "How's my driving?" and then lists the phone number to customer service.

In the last several months, the number of phone calls to customer service regarding poor driving of PACKER employees in company trucks has more than quadrupled. Members of the community have called to report PACKER employees speeding, cutting off traffic, failing to yield and conducting other worrisome driving habits.

The owner of the company (judge) feels there is a correlation between the increase in reports and the recent implementation of the bonus program for employees arriving exactly on time. The owner (judge) wonders if the promise of a monetary reward is causing employees to drive poorly.

The owner (judge) has asked you to analyze the situation and determine what needs to be communicated to PACKER employees, how to resolve the issue with bonuses, and incentives to keep employees on schedule without poor driving.

You will present the analysis and recommendations to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the analysis and have answered the owner's (judge's) questions, the owner (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. 21st 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 owner of PACKER FACTORY SERVICES, a company that provides product repair service to residential and commercial customers. You want the general manager (participant) to immediately address a concern shared by the general public.

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have called to report PACKER employees speeding, cutting off traffic, failing to yield and conducting other worrisome driving habits.

You feel there is a correlation between the increase in reports and the recent implementation of the bonus program for employees arriving exactly on time. You wonder if the promise of a monetary reward is causing employees to drive poorly.

You have asked the general manager (participant) to analyze the situation and determine what needs to be communicated to PACKER employees, how to resolve the issue with bonuses, and incentives to keep employees on schedule without poor driving.

The participant will present recommendations 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 do people often comment more about negative experiences than positive experiences?
2. Why would we need to even address this issue if our drivers have not been ticketed or been in accidents?
3. What do you feel is more important: continuing to reward our employees for adhering to a specific time schedule or actually committing to a specific repair time?

Once the general manager (participant) has presented recommendations and has answered your questions, you will conclude the role-play by thanking the general manager (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 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.



**BUSINESS SERVICES MARKETING SERIES,
2019**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT #2**

**INSTRUCTIONAL AREA
Emotional Intelligence**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Recognize and respond to ethical dilemmas?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Recognize/Reward others for their efforts and contributions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Enlist others in working toward a shared vision?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Ascertain employee's role in meeting organizational goals?	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						