



CAREER CLUSTER

Business Management and 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 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

1. Explain the nature of effective verbal communications.
2. Explain the nature of effective written communications.
3. Employ communication strategies appropriate to target audience.
4. Defend ideas objectively.

EVENT SITUATION

You are to assume the role of customer service manager at JOHNSON CITY UTILITIES, a local city office that handles residential and business utility accounts such as water, waste removal, drainage and recycling. Due to a tighter budget, city officials have decided to reduce garbage collection from twice a week down to once a week. The city manager (judge) has asked for your expertise on the best way to communicate the changes to residential and business customers.

The city manager (judge) wants your opinion on the different methods of communicating the change in garbage collection to businesses and residential customers. The city manager (judge) would also like to know different types of responses customers might have and how to prepare for them.

You will present your ideas to the city manager (judge) in a role-play to take place in the city manager's (judge's) office. The city manager (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 city manager's (judge's) questions, the city manager (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 Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of city manager for Johnson City. Due to a tighter budget, city officials have decided to reduce garbage collection from twice a week down to once a week. You want the customer service manager (participant) for JOHNSON CITY UTILITIES, the office that handles residential and business utility accounts such as water, waste removal, drainage and recycling, to offer expertise on the best way to communicate the changes to both residential and business customers.

You want the customer service manager's (participant's) opinion on the different methods of communicating the change in garbage collection to businesses and residential customers. You would also like to know different types of responses customers might have and how to prepare for them.

The participant will present ideas 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 is it important that we communicate the changes to our customers well in advance of the change?
2. When should we communicate the changes and possible responses to the entire staff that works with our customers?

Once the customer service manager (participant) has presented ideas and has answered your questions, you will conclude the role-play by thanking the customer service manager (participant) for the work.

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

Answers will vary but should demonstrate a basic understanding of the concepts.

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 70-89th 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 50-69th 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 0-49th percentile of business personnel performing this performance indicator.



PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION, 2017

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
DISTRICT EVENT

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 effective verbal communications?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	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	
3.	Employ communication strategies appropriate to target audience?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Defend ideas objectively?	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						