



**CAREER CLUSTER**

Business Management and Administration

**CAREER PATHWAY**

General Management

**INSTRUCTIONAL AREA**

Emotional Intelligence

**BUSINESS ETHICS EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 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).
- Turn in all of your notes and event materials when you have completed the event.

**GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

**SPECIFIC PERFORMANCE INDICATORS**

1. Explain reasons for ethical dilemmas.
2. Recognize and respond to ethical dilemmas.
3. Explain the nature of effective communications.
4. Evaluate speculative business risks.
5. Explain factors that influence customer/client/business buying behavior.

## CASE STUDY SITUATION

You are the director of brand management and director of public relations for WOOD & SMITH, a company that manages over 50 brands of consumer good products. Your team specifically works for one WOOD & SMITH-branded product: *Bright*. *Bright* is the number one selling and top-ranked laundry detergent brand in the nation. It has twice the sales as the second-leading laundry detergent and has a much higher price point than all other laundry detergents on the market.

*Bright* laundry detergent was introduced in 1946 as a simple powder added to the washing machine to ensure spotless clothing that smelled fresh. Since that time, *Bright* has added many different types of laundry detergent varieties including ten various scents of detergent, a liquid formula and most recently, *Bright* laundry pods.

The introduction of the *Bright* laundry pods in 2012 has been extremely successful for WOOD & SMITH. Over 15% of market sales are from the laundry pods. The pods are designed in a soft clear plastic coating that visibly show a swirl of the three main ingredients: white for brightening, blue for stain-fighting and green for cleaning. Customers love the ease of simply tossing a pod into the washing machine rather than measuring liquid or powder detergent. In the years following its introduction, all other major brands of laundry detergent have introduced pod versions of their products.

In early 2013, *Bright* laundry pods faced its first dilemma when young children mistook the laundry pods for candy and tried to consume them. Hundreds of reports to poison control centers resulted and WOOD & SMITH reacted quickly. *Bright* laundry pods packaging was redesigned to include a child safety zipper lock, making it childproof. *Bright* laundry pod released several commercials stressing the importance of keeping the product away from small children. Many other brands of laundry pods have also changed their packaging to include child safety locks.

Recently, teenagers across the nation have participated in a social media trend that involves consuming a *Bright* laundry pod. Teenagers post videos of themselves eating a *Bright* laundry pod and challenge others to do the same. This phenomenon has resulted in hundreds of cases of intentional poisonings. The *Bright* laundry pod challenge is still going strong, even with social media sites banning such videos.

Another unfortunate occurrence is older people with dementia or other diseases affecting mental capacity have unintentionally poisoned themselves with *Bright* laundry pods and other brands of laundry pods. Several senior citizens have been hospitalized due to ingesting the products.

Due to these unfortunate circumstances, many consumer groups are calling for *Bright* to change the appearance of the laundry pods to make them look less like candy. Some consumer groups are calling for *Bright* to eliminate laundry pods from the product line-up all together. None of the consumer groups speaking out have mentioned any other brand that produces laundry pods.

## YOUR CHALLENGE

WOOD & SMITH responded immediately in 2013 when young children were accidentally poisoned from *Bright* laundry pods, but have not yet responded to the intentional poisoning of teenagers or the unintentional poisoning of senior citizens with dementia.

The senior vice president has asked your team to analyze the situation. The senior vice president wants you to compare and contrast the situation involving young children consuming the *Bright* laundry pods with the teenagers consuming laundry pods. Your team must also compare the third situation involving senior citizens with dementia.

Once you have addressed the three situations, the senior vice president wants your team to decide what actions need to take place involving *Bright* laundry pods; the packaging, the design, television advertisements and/or press releases. The senior vice president feels that communication from WOOD & SMITH is needed regardless if changes are made or not, and has asked you to design an effective response from the company.



**BUSINESS ETHICS, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
ICDC Preliminary

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Emotional Intelligence

I.D. Number: \_\_\_\_\_

Did the participant:

| Did the participant:          |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b> |   |                 |                    |                    |                      |              |
| 1.                            | Explain reasons for ethical dilemmas?   | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 2.                            | Recognize and respond to ethical dilemmas?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 3.                            | Explain the nature of effective communications?   | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 4.                            | Evaluate speculative business risks?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 5.                            | Explain factors that influence customer/client/business buying behavior?  | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| <b>PRESENTATION</b>           |   |                 |                    |                    |                      |              |
| 6.                            | Demonstrate clarity of expression?  | 0-1             | 2-3                | 4                  | 5                    |              |
| 7.                            | Organize ideas?   | 0-1             | 2-3                | 4                  | 5                    |              |
| 8.                            | Show evidence of mature judgment?   | 0-1             | 2-3                | 4                  | 5                    |              |
| 9.                            | Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions? | 0-1-2           | 3-4-5              | 6-7-8              | 9-10                 |              |
| <b>TOTAL SCORE</b>            |   |                 |                    |                    |                      |              |