



CAREER CLUSTER

Entrepreneurship

INSTRUCTIONAL AREA

Product/Service Management

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

- Identify company’s unique selling proposition.
- Identify internal and external service standards.
- Explain the role of customer service in positioning/image.
- “Sell” ideas to others.
- Identify company’s brand promise.

EVENT SITUATION

You are to assume the role of the owner of DELIVER ROOTVILLE, a small business that provides delivery services to the community of Rootville. You will be meeting with the owner of an independent grocery store (judge) to propose an exclusive business relationship.

DELIVER ROOTVILLE has been operating for three years, providing the residents of Rootville delivery service. The business partners with area restaurants and retailers to provide the service. Each business that partners with DELIVER ROOTVILLE is charged a flat monthly fee, and DELIVER ROOTVILLE customers pay a \$5.00 convenience fee for each delivered order.

DELIVER ROOTVILLE has great ratings and pages of positive remarks. Customers repeatedly praise the business's great customer service and love of supporting a local business.

The independent grocery store FOOD TIME has three locations in the community. The owner of FOOD TIME (judge) wants to begin offering grocery deliver services. The owner (judge) is considering using a large online grocery delivery service that is very well-known. The owner (judge) feels the large delivery service is the best choice due to its national reputation and their low \$3.00 convenience delivery fee.

You will meet with the owner of FOOD TIME (judge) to propose and persuade the owner (judge) to partner with DELIVER ROOTVILLE for delivery services rather than the large national service.

You will present your ideas to the owner of FOOD TIME (judge) in a role-play to take place in the owner's (judge's) office. The owner of FOOD TIME (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (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. Procedures, 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 the owner of FOOD TIME, an independent grocery store with three locations in the community of Rootville. You will be meeting with the owner of DELIVER ROOTVILLE (participant), a small business that provides delivery services to the community. The small business owner (participant) wants to propose an exclusive business relationship.

DELIVER ROOTVILLE has been operating for three years, providing the residents of Rootville delivery service. The business partners with area restaurants and retailers to provide the service. Each business that partners with DELIVER ROOTVILLE is charged a flat monthly fee, and DELIVER ROOTVILLE customers pay a \$5.00 convenience fee for each delivered order.

DELIVER ROOTVILLE has great ratings and pages of positive remarks. Customers repeatedly praise the business's great customer service and love of supporting a local business.

The independent grocery store FOOD TIME has three locations in the community. You want to begin offering grocery deliver services. You are considering using a large online grocery delivery service that is very well-known. You feel the large delivery service is the best choice due to its national reputation and their low \$3.00 convenience delivery fee.

You will meet with the owner of DELIVER ROOTVILLE (participant) to discuss partnership with a local company rather than a national company.

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. You already have many corporate partners in the community; how will you be able to handle the addition of our three stores?

2. If we agree to partner with you, how can we best leverage our new partnership to help both of our brands?

Once the small business owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the small business 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.



**ENTREPRENEURSHIP SERIES
2020**

JUDGE'S EVALUATION FORM
DISTRICT EVENT #1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify company's unique selling proposition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of customer service in positioning/image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	"Sell" ideas to others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify company's brand promise?	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						