



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Operations

## **ENTREPRENEURSHIP SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Establish safety policies and procedures.
- Identify potential security issues.
- Explain the nature of overhead/operating costs.
- Determine services to provide customers.
- Identify internal and external service standards.

## EVENT SITUATION

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You are to assume the role of an entrepreneur that owns COFFEE BREAK, a small coffee shop located in a strip mall. The manager of the strip mall (judge) is allowing tenants to apply for dedicated parking lot spaces to expand into outdoor seating, due to the worldwide pandemic. You must submit an operational plan for approval by the manager (judge).

COFFEE BREAK is one of five businesses located in the strip mall. Only COFFEE BREAK and a sushi restaurant provide food and beverage. The sushi restaurant is located on the opposite end of the strip mall. Due to the pandemic and related social distancing requirements, you cannot allow 100% occupancy into COFFEE BREAK. The social distancing and limited capacity rules have you considering if daily overhead and operating expenses are justified.

The manager of the strip mall (judge) is allowing tenants to apply for dedicated parking lot spaces to expand outdoor seating. The manager (judge) requires an operational and safety plan for approval. The manager (judge) wants you to outline the operational and safety plan.

The outline must include:

- A brief explanation of how pandemic space restrictions impact overhead/operating costs
- Safety and security measures that will keep employees and customers safe in and around the outdoor seating area
- Changes to service standards that will meet new pandemic requirements
- Potential security issues with outdoor seating area

You will present the outline to the manager (judge) in a role-play to take place in the manager's (judge's) office. The manager of the strip mall (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented the information and have answered the manager's (judge's) questions, the strip mall manager (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> 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

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You are to assume the role of the manager of a strip mall. You are allowing tenants of the strip mall to apply for dedicated parking lot spaces to expand into outdoor seating due to worldwide pandemic requirements. You have asked one of your tenants, an entrepreneur (participant) that owns the small coffee shop COFFEE BREAK, to outline an operational safety and security plan for approval to expand into parking lot spaces.

COFFEE BREAK is one of five businesses located in the strip mall. Only COFFEE BREAK and a sushi restaurant provide food and beverage. The sushi restaurant is located on the opposite end of the strip mall. Due to the pandemic and related social distancing requirements, the entrepreneur (participant) cannot allow 100% occupancy into COFFEE BREAK. The social distancing and limited capacity rules have the entrepreneur (participant) considering if daily overhead and operating expenses are justified.

You are allowing tenants to apply for dedicated parking lot spaces to expand outdoor seating. You require an operational and safety plan for approval. You want the entrepreneur (participant) to outline the operational and safety plan.

The outline must include:

- A brief explanation of how pandemic space restrictions impact overhead/operating costs
- Safety and security measures that will keep employees and customers safe in and around the outdoor seating area
- Changes to service standards that will meet new pandemic requirements
- Potential security issues with outdoor seating area

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. Why should or shouldn't you meet with the sushi restaurant owner to discuss their operational plans?
2. How can you assure me that your business will be following all pandemic based rules?

Once the entrepreneur (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the entrepreneur (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**ENTREPRENEURSHIP SERIES  
2021**

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

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

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:  
Operations**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Establish safety policies and procedures?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify potential security issues?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of overhead/operating costs?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine services to provide customers?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Identify internal and external service standards?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						