



CAREER CLUSTER

Finance

INSTRUCTIONAL AREA

Financial Analysis

FINANCIAL SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 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). All members of the team must participate in the presentation, as well as answer any questions.
- 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 and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the role of finance in business.
- Explain forms of financial exchange.
- Explain legal responsibilities associated with financial exchanges.
- Make responsible financial decisions.
- Explain factors that influence customer/client/business buying behavior.
- Determine factors affecting business risk.
- Maintain data security.

CASE STUDY SITUATION

You are to assume the roles of the director of sales and the director of finance for A TO Z NUTRITION, a business that sells nutritional supplements online and at trade shows. The senior vice president (judge) wants you to present information about utilizing the payment processing application, Square, and possible benefits and consequences of its use.

A TO Z NUTRITION sells nutritional supplements online and at trade shows. The supplements include daily vitamins, protein shakes, protein bars and healthy energy drinks. The company has been in operations for five years and currently only sells products online.

The company has an established ecommerce system linked to their website that is in place for online purchases. During tradeshows, many individual customers are interested in purchasing small quantities of product and wish to make payment at the trade show. Currently, A TO Z NUTRITION has been directing trade show customers to the A TO Z website to make the payment. However, tradeshow customers have complained about the time it takes to purchase from the website and wait for delivery. A TO Z NUTRITION has lost sales due to this inefficient system. To meet the customer's payment expectations, A TO Z NUTRITION is looking for a more customer friendly approach to selling the products at the trade shows.

The company is considering using the payment processing application called Square. The senior vice president (judge) wants you to prepare a presentation explaining how this processing application works. You must include the following in the presentation:

- Brief description of Square payment processing application
- Forms of payment that can be accepted through Square
- Benefits of using a payment processing application like Square
- Disadvantages of using a payment processing application like Square
- How using Square could influence customer buying behavior

You will present your ideas to the senior vice president (judge) in a meeting to take place in the senior vice president's (judge's) office. The senior vice president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the senior vice president's (judge's) questions, the senior vice president (judge) will conclude the meeting 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. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of senior vice president for A TO Z NUTRITION, a business that sells nutritional supplements online and at trade shows. You want the director of sales and the director of finance (participant team) to present information about utilizing the payment processing application, Square, and possible benefits and consequences of its use.

A TO Z NUTRITION sells nutritional supplements online and at trade shows. The supplements include daily vitamins, protein shakes, protein bars and healthy energy drinks. The company has been in operations for five years and currently only sells products online.

The company has an established ecommerce system linked to their website that is in place for online purchases. During tradeshows, many individual customers are interested in purchasing small quantities of product and wish to make payment at the trade show. Currently, A TO Z NUTRITION has been directing trade show customers to the A TO Z website to make the payment. However, tradeshow customers have complained about the time it takes to purchase from the website and wait for delivery. A TO Z NUTRITION has lost sales due to this inefficient system. To meet the customer's payment expectations, A TO Z NUTRITION is looking for a more customer friendly approach to selling the products at the trade shows.

The company is considering using the payment processing application called Square. You want the director of sales and the director of finance (participant team) to prepare a presentation explaining how this processing application works. The following must be included in the presentation:

- Brief description of Square payment processing application
- Forms of payment that can be accepted through Square
- Benefits of using a payment processing application like Square
- Disadvantages of using a payment processing application like Square
- How using Square could influence customer buying behavior

The participants 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. How will using Square at trade shows affect the amount of product we bring to showcase?
2. How will using Square at trade shows affect our current financial procedures?

Once the director of sales and the director of finance (participant team) have presented information and has answered your questions, you will conclude the role-play by thanking the director of sales and the director of finance (participant team) for the work.

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



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JUDGE'S EVALUATION FORM
DISTRICT EVENT - VIRTUAL

Participant: _____

INSTRUCTIONAL AREA:
Financial Analysis

Participant: _____

ID Number: _____

Did the participant team:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of finance in business?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain forms of financial exchange?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain legal responsibilities associated with financial exchanges?	0-1-2-3	4-5-6	7-8	9-10	
4.	Make responsible financial decisions?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
6.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
7.	Maintain data security?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						