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.
▪ Determine services to provide customers.
▪ Explain the role of customer service in positioning/image.
▪ Build corporate brands.
▪ Explain the nature of overhead/operating costs.
You are to assume the role of a small business consultant. The owner of a small business (judge) has asked you for recommendations in helping make the business stand out in a crowded market.

The business owner (judge) owns SPECIAL NAILS, a nail salon that offers manicures, pedicures, and specialty nails. SPECIAL NAILS is one of a dozen nail salons in a city of 25,000 people and within a 20-mile radius of another two dozen nail salons. Each nail salon offers the same services at roughly the same prices. Customers choose a nail salon based on proximity more than any other reason.

The business owner (judge) wants to make SPECIAL NAILS live up to its name. The owner (judge) wants you to recommend adding something special to SPECIAL NAILS that will help the business stand out in the crowded nail salon market and make customers choose SPECIAL NAILS over other salons. The recommendation does not have to be related to nail care; however, the owner (judge) does want you to indicate any overhead or operating expenses for your recommendation.

You will present your ideas to the owner (judge) in a role-play to take place in the owner’s (judge’s) office. The business owner (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 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. Participant Instructions, 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 SPECIAL NAILS, a nail salon that offers manicures, pedicures, and specialty nails. You are meeting with a small business consultant (participant) for recommendations in helping make the business stand out in a crowded market.

SPECIAL NAILS is one of a dozen nail salons in a city of 25,000 people and within a 20-mile radius of another two dozen nail salons. Each nail salon offers the same services at roughly the same prices. Customers choose a nail salon based on proximity more than any other reason.

You want to make SPECIAL NAILS live up to its name. You want the small business consultant (participant) to recommend adding something special to SPECIAL NAILS that will help the business stand out in the crowded nail salon market and make customers choose SPECIAL NAILS over other salons. The recommendation does not have to be related to nail care; however, you do want the small business consultant (participant) to indicate any overhead or operating expenses for the recommendation.

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. How can we best introduce your recommendation to the general public?
2. How can we best introduce your recommendation to our loyal customers?

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

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Expectations</td>
<td>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.</td>
</tr>
<tr>
<td>Meets Expectations</td>
<td>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&lt;sup&gt;th&lt;/sup&gt; percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Below Expectations</td>
<td>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&lt;sup&gt;th&lt;/sup&gt; percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Little/No Value</td>
<td>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&lt;sup&gt;th&lt;/sup&gt; percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

INSTRUCTIONAL AREA:
Product/Service Management

Participant: __________________________
ID Number: __________________________

Did the participant:

<table>
<thead>
<tr>
<th>PERFORMANCE INDICATORS</th>
<th>Little/No Value</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Judged Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify company’s unique selling proposition?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>2. Determine services to provide customers?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>3. Explain the role of customer service in positioning/image?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>4. Build corporate brands?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
<tr>
<td>5. Explain the nature of overhead/operating costs?</td>
<td>0-1-2-3-4</td>
<td>5-6-7-8</td>
<td>9-10-11</td>
<td>12-13-14</td>
<td></td>
</tr>
</tbody>
</table>

| 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