



## **CAREER CLUSTER**

Marketing

## **CAREER PATHWAY**

Merchandising

## **INSTRUCTIONAL AREA**

Emotional Intelligence

# **RETAIL MERCHANDISING 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 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**

- 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**

1. Identify career opportunities in retailing.
2. Discuss the impact of a nation's unemployment rate.
3. Motivate team members.
4. Recognize/reward others for their efforts and contributions.
5. Develop an achievement orientation.

## EVENT SITUATION

You are to assume the role of director of employee management for HANDY MART, a discount retailer with over 1,500 stores. The senior vice president (judge) has asked you to determine how the chain can recruit seasonal holiday employees and keep them motivated to provide quality work without a monetary incentive.

HANDY MART is expected to hire approximately 100,000 seasonal employees for the holiday season. Many other retailers will be hiring seasonal employees as well, so the job market is hot, especially given the nation's 4.2% unemployment rate.

In years past, HANDY MART has hired seasonal employees to work November 1<sup>st</sup> through January 15<sup>th</sup> in the physical store locations. In the last several years, HANDY MART has also hired seasonal employees to work November 1<sup>st</sup> through January 31<sup>st</sup> in the warehouses and shipping facilities, due to the increasing use of home delivery and ship-to-store. Seasonal employees working in stores make \$1.00 higher than minimum wage and seasonal employees working in the warehouse or shipping facilities make \$3.00 higher than minimum wage.

Seasonal employees are not given the exact same goals as permanent employees, but do have specific jobs that must be done each day, and done well. HANDY MART has not had great success in motivating seasonal employees to meet daily goals, because they do not offer any incentives for seasonal employees to achieve daily goals. There is absolutely no room in the budget to award monetary bonuses or incentives to seasonal employees.

The senior vice president (judge) feels that seasonal employees could easily transition into permanent employees if they prove themselves to be valuable and goal-oriented. The senior vice president (judge) has asked you to determine how HANDY MART can reward seasonal employees that meet goals, without financial compensation. The senior vice president (judge) wants you to consider both in-store seasonal employees and warehouse and shipping seasonal employees. The senior vice president (judge) wants to use your seasonal employee incentives/rewards in job postings for recruitment purposes.

You will meet with the senior vice president (judge) in a role-play to take place in the vice president's (judge's) office. The senior vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have met with the senior vice president (judge) and have answered the vice president's (judge's) questions, the senior vice president (judge) will conclude the role-play by thanking you for your work.

# JUDGE'S INSTRUCTIONS

## DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. 21<sup>st</sup> Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

## JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of senior vice president for HANDY MART, a discount retailer with over 1,500 stores. You have asked the director of employee management (participant) to determine how the chain can recruit seasonal holiday employees and keep them motivated to provide quality work without a monetary incentive.

HANDY MART is expected to hire approximately 100,000 seasonal employees for the holiday season. Many other retailers will be hiring seasonal employees as well, so the job market is hot, especially given the nation's 4.2% unemployment rate.

In years past, HANDY MART has hired seasonal employees to work November 1<sup>st</sup> through January 15<sup>th</sup> in the physical store locations. In the last several years, HANDY MART has also hired seasonal employees to work November 1<sup>st</sup> through January 31<sup>st</sup> in the warehouses and shipping facilities, due to the increasing use of home delivery and ship-to-store. Seasonal employees working in stores make \$1.00 higher than minimum wage and seasonal employees working in the warehouse or shipping facilities make \$3.00 higher than minimum wage.

Seasonal employees are not given the exact same goals as permanent employees, but do have specific jobs that must be done each day, and done well. HANDY MART has not had great success in motivating seasonal employees to meet daily goals, because they do not offer any incentives

for seasonal employees to achieve daily goals. There is absolutely no room in the budget to award monetary bonuses or incentives to seasonal employees.

You feel that seasonal employees could easily transition into permanent employees if they prove themselves to be valuable and goal-oriented. You have asked the director of employee management (participant) to determine how HANDY MART can reward seasonal employees that meet goals, without financial compensation. You want the director of employee management (participant) to consider both in-store seasonal employees and warehouse and shipping seasonal employees. You want to use the director of employee management's (participant's) seasonal employee incentives/rewards in job postings for recruitment purposes.

The participant will meet with you to discuss ideas in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. If seasonal employment begins on November 1<sup>st</sup>, when should we promote the job openings?
2. How can each HANDY MART store promote the need for seasonal employees?
3. Will seasonal workers that start work later in the season still be eligible for incentives?

Once the director of employee management (participant) has discussed the seasonal employee incentives and has answered your questions, you will conclude the role-play by thanking the director of employee management (participant) for the work.

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

# JUDGE'S EVALUATION INSTRUCTIONS

## Evaluation Form Information

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 being 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 chairperson 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.



**RETAIL MERCHANDISING SERIES, 2018**

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

**JUDGE'S EVALUATION FORM**

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

**INSTRUCTIONAL AREA**

Emotional Intelligence

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify career opportunities in retailing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the impact of a nation's unemployment rate?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Motivate team members?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Recognize/reward others for their efforts and contributions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Develop an achievement orientation?	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>						