



CAREER CLUSTER
Business Management and Administration

INSTRUCTIONAL AREA
Communication Skills

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the nature of effective written communications
2. Write informational messages
3. Organize information
4. Adapt written correspondence to targeted audiences

BUSINESS SITUATION

You are to assume the role of a PUBLIC RELATIONS INTERN for TECH TRENDS a regional technology company that employs approximately 200 people. The company prides itself as a leader in the development and implementation of cutting edge technology. Tech Trends has decided to move forward with a plan to offer their employees the opportunity to test the newest RFID (Radio-Frequency Identification) technology which consists of implanting a rice sized microchip between the thumb and forefinger of the volunteer.

This chip can then be used for a variety of purposes with a scan of the person's hand. Uses of the microchip could include any or all of the following:

- opening doors
- logging into computers
- use of copy machines
- unlocking phones
- making purchases from vending machines
- used as payment with other RFID terminals
- storing medical information

The microchip would not have a GPS (Global Positioning System) tracking ability. The microchipping of employees will be strictly voluntary. The procedure to implant the rice sized chip between the employee's thumb and forefinger takes seconds and can be removed just as easily if an employee quits, is fired, or decides to withdraw from the test. There are presently 50 employees that have committed to being part to the test group.

Your Manager, Mr./Ms. Wendt (judge), has asked you to develop a brief informational message using the above information that can be sent out to the local media outlets. The message should also include an invitation inviting them to the plant for a demonstration and a question and answer session two weeks from today.

The presentation will take place in the manager's office. Mr./Ms. Wendt will begin the conversation by greeting you and asking to see your sample written message. Following the presentation of your message, the manager will ask you to respond to additional questions. After you have provided your explanation and have answered the manager's questions, the manager will conclude the conversation by thanking you for your presentation.

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. Performance Indicators
3. Interview Situation
4. Judge Situation 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 SITUATION CHARACTERIZATION

You are to assume the role of MR./MS. WENDT, the PUBLIC RELATIONS MANAGER FOR TECH TRENDS, a regional technology company that employs approximately 200 people. The company prides itself as a leader in the development and implementation of cutting edge technology. Tech Trends has decided to move forward with a plan to offer their employees the opportunity to test the newest RFID (Radio-Frequency Identification) technology which consists of implanting a rice sized microchip between the thumb and forefinger of the volunteer.

This chip can then be used for a variety of purposes with a scan of the person's hand. Uses of the microchip could include any or all of the following:

- opening doors
- logging into computers
- use of copy machines
- unlocking phones
- making purchases from vending machines
- used as payment with other RFID terminals
- storing medical information

The microchip would not have a GPS (Global Positioning System) tracking ability. The microchipping of employees will be strictly voluntary. The procedure to implant the rice sized

chip between the employee's thumb and forefinger takes seconds and can be removed just as easily if an employee quits, is fired, or decides to withdraw from the test. There are presently 50 employees that have committed to being part to the test group.

You have asked one of your interns (the student) to develop a brief informational message using the above information that can be sent out to the local media outlets. The message should also include an invitation inviting them to the plant for a demonstration and a question and answer session two weeks from today.

The presentation will take place in your office. You will begin the conversation by greeting your intern and asking to see their sample written message. Following the presentation or their message, you will ask the student to respond to additional questions. After they have provided their explanation and have answered your questions, you will conclude the conversation by thanking them for sharing their information.

During the course of the meeting you are to ask the following questions of each participant:

1. Why is it important that the chip doesn't have GPS (Global Positioning System) tracking capability?
 - a. *Possible Solutions: Answers will vary, but participants may mention that employees would probably be much less willing to participate in the test or use of the chip if it had tracking abilities as it would infringe on their personal lives.*
2. What potential problems could result from sending out the information/invitation two weeks prior to the demonstration and question and answer session?
 - a. *Possible Solutions: Answers will vary, but participants may mention one of the following options:*
 - *Media outlets could be calling our offices with questions prior to the media day*
 - *Employees could be interviewed by media prior to the media day and give partial or incorrect information*
 - *Media could publish stories without all of the appropriate information*

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.

Performance Indicator Information

1. **Explain the nature of effective written communications:** Did the student mention that the message needs to be clear and concise?
2. **Write informational messages:** Was the sample written message clear, concise and include the correct information? Does the message answer the who, what, when, where, and why questions?
3. **Organize information:** Was the message easy to follow and understand?
4. **Adapt written correspondence to targeted audiences:** Was there a clear understanding as to who the target audience was and the message was geared towards them? In this case media outlets.



**PRINCIPLES OF BUSINESS MANAGEMENT
AND ADMINISTRATION, 2018**

Participant: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

I.D. Number: _____

**INSTRUCTIONAL AREA:
Communication Skills**

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Explain the nature of effective written communications	14-15	16-17	18	
2.	Write informational messages	14-15	16-17	18	
3.	Organize information	14-15	16-17	18	
4.	Adapt written correspondence to targeted audiences	14-15	16-17	18	
21st CENTURY SKILLS					
5.	Reason effectively and use systems thinking?	4	5-6	7	
6.	Communicate clearly?	4	5-6	7	
7.	Show evidence of creativity?	4	5-6	7	
8.	Overall impression and responses to the judge's questions	4	5-6	7	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator