
Champ Camp

— Training ICDC Finalists —

Mindset and Motivation

First Step and Every Step

Grow Workers who Win not Winners who Work Show

- Positive Incentives
- Snapshots of Work involved
- Real Role Models

Be Mindful of

- Chapter Culture
- Positive Reinforcement

Comp Prep in the Classroom

Direct Pipeline to Students

Build Confidence in a Group Setting

Utilize

- **RolePlays**
- **Test Prep**
- **Virtual Business**

Be Mindful of

- **Written Events/Professional Selling**
- **Eliminating need to focus**
- **False sense of Security**

Comp Prep in the Club

Offer More than Google

Group Meetings

- Reinforce DECA's main focus
- Supplement Classroom Skills
- Capture Chapter Culture
- Support First Years

Individual Training

- Work Sessions
- One on One Coaching
- Understand Personal Skill
- Support for OverAchievers

Have Prepared Resources (MBA/Shop DECA preferred):
Printed Tests KPI Packets Role Plays Flashcards

Pick topics Chapter Officers:
Prepare Content Plan Activity

Build - A - Competition

Discover Competition Day Performance

Competition Event

1. Workshops (Advanced)
2. Real Live Judging
3. Real Feedback (Panel and Scoring)

Notes:

Balance Business Professional/ Experienced Competitors
Quality Content - 2-3 Month Planning
Attendance - Required vs School Night
Testing (Factor)

Conference Success

Prepare to Win

Bring “Easy” Prep Material

- Layouts
- Tips & Tricks sheet
- A Role Play

Chapter Unity!

Be Unstressed

- CONFIDENCE
- Read the Agenda/Plan Night Before
- Be an Hour Early

Notes:

Choices: Fun vs Skill Improvement

Remember to Transfer to Next Conference

When students are told and shown how to succeed, provided opportunities that aid them in success, and given positive reinforcement for the work they're doing to get there, a competition mentor is doing their job well.

The Test

Base of Winners

Take Every Test

- Google, ShopDECA
- Read the Answer Key
- Memorize Questions

Know the Content

- Vocab - CU, MBA, Quizlet
- PI- Tiers 1 & 2
- Test Blueprint

Notes:

Pick a Cluster to Compete in - stick to it

Read. The. Question.
Take Notes on the Test
International = Vocab

Ruling the Role Play

Practical Knowledge + Quick Thinking

Individual Practice

- Learn/Memorize KPI (Define/Use/Cool)
- Record Yourself - Improve tone
- Section/Cluster Practice

Prepare Layout

- For Reading/Prepping
- For Presenting - Repeated Components
- For Plan - Only 10-12 situations max

Always get Feedback!

Notes:

Always Time yourself and Talk to yourself

Role Play Goals: Judge

Remember the Content

- Easy Methods to Present Information
- Visuals
- Names, Top 3, Brands

Judge a Role Play!

Impressed with Content

- KPI's build the Plan
- Research Industry Practices and Mirror
- Details Always Win - How (why) Effectiveness (alternative)

Notes:

Be Beyond Reproach: dress, tone, greeting, expression

Read the Directions!

(And your judge's too)

(For every single event ever)



Hint

They stay the same so memorize the general idea of what they tell you now. Not at competition.



Role Play Process

In summary...

→ **Read through your indicators**

What is the focus of the role play?

→ **Read through your situation**

What needs to be solved?

→ **Tailor a Solution**

How can I solve the problem with my indicators?

Use the exact wording.

**Your scores will thank
you.**

Avoid An Identity Crisis:

Who

- You
- Judge

What

- Impact
- Situation

Why

- Importance
- Pattern of Events

Ignite your Performance with Performance Indicators

A guide from your *favorite* Career Development Officer

Performance Indicators make up **over half** of rubric sections



Hint

You can be the best presenter the judge has ever seen, but if you do not hit all of these you will not medal.



4 Steps to Ace Your Indicators!

Define	What is it and what does it include?
Explain	Why is this important/helpful?
Connect	Use it in the situation!
Above and Beyond	Add a Visual, Extra Knowledge - Trend, Stat
! (That first word)	“Identify”- list ; “Explain”- process etc.

The truth: judges remember words you say a lot, visuals, and rare words like Maslow's Theory. What they remember is what goes into your score. Repeat Repeat Repeat...without sounding crazy. Make yourself easy to score by completing performance indicators in the order given to you.

Hint

Use a real-world example to connect your to your judge.

The 2 Types of Indicators

Showing

“Foster positive working relationships...”
“Show empathy...”

- Use DECA **but**
- **Don't be awkward**
- Evidence is not 'above', it's essential

Telling

“Explain the concept of marketing...”
“Discuss product positioning factors...”

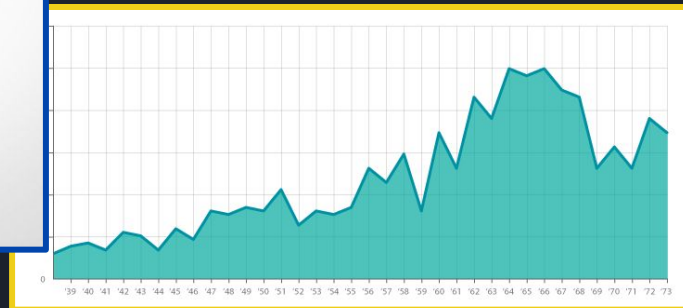
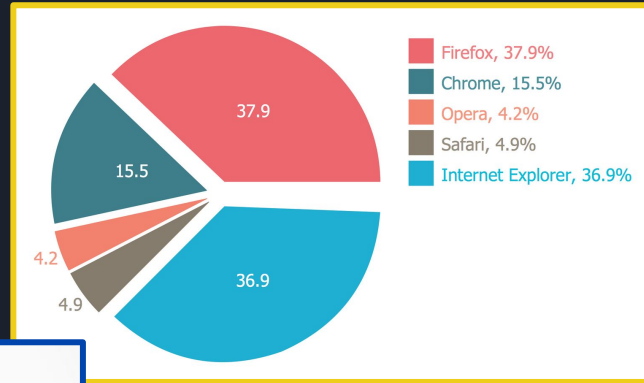
- Use DECA
- Emphasize Connection

You will always have showing indicators in: Critical Thinking
Creativity



Role Play Visuals

What are visuals?



- Business cards
- Graphs
 - Pie Charts
 - Scatter Plots
 - Linear Graphs
- Flyers & Posters

Why are visuals important?



MARKETING COMMUNICATIONS TEAM
DECISION MAKING, 2015

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

Participant: _____

INSTRUCTIONAL AREA
Promotion

I.D. Number: _____

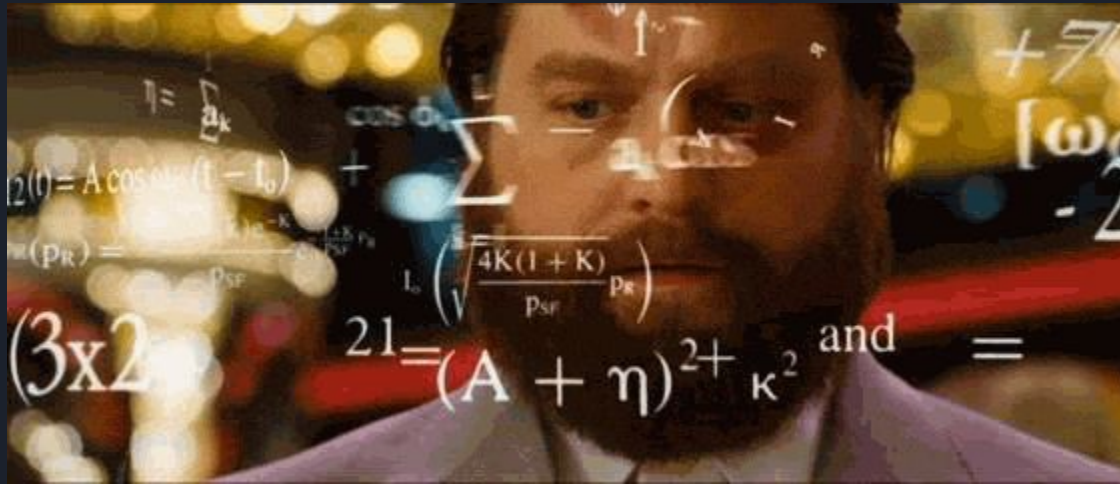
Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Describe word-of-mouth channels used to communicate with targeted audiences?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain the nature of a promotional plan?	0-1-2-3	4-5-6	7-8	9-10	
5.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
6.	Discuss the nature of customer relationship management?	0-1-2-3	4-5-6	7-8	9-10	
7.	Describe factors used by businesses to position corporate brands?	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						

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

25% of your Role Play score is potentially based on visuals!



How do I apply visuals to my Role Play?



Other Role Play Basics

- **Intro with KPI and Plan**
- **Content**
- **Finish with Timeline, Budget, Power Statement**
- **Ask for Questions**
- **Close the Sale/Secure Follow up**

Plenty on resources: DECA Direct, Youtube, DECA Inc, ShopDECA, Google, CU- Written & Role Play

Hone/Personalize certain section as stamp

Written Events

Writing the Project - Set Scope

Planning the Project:

- Identify Real Problems/Value
- Ideas must be impressive
- Research before Committing
- Ask every question

Initial Drafts:

- Paper Draft on Google Docs
- Fix Grammar not Visuals
- Don't Delete or Rule Out

Finalizing Draft:

- Quality over Quantity
- Does it make sense?
- Collect Feedback Constantly
- Real Industry Components
- See previous winners as a base

Beautification:

Visuals, White Space, Does Content Communicate?

SEOR Written Paper

Presenting the Project - Bring Content to Life

The Script

- Content based on rubric
- Ideas must be impressive
- Simple sentences with power words
- Talk through your draft

Practice

- Time yourself every time
- Present to Everyone

The Visuals

- Turn Content into Image
- Explain concepts
- Sleek and Professional
- Don't Fight for Judge's Attention
- Be Unique

Role = Mindset

Set Realistic Intro/Outro

Credibility, Convince

Leverage Personality

Business Operations Research

What I know now:

- **Picking a Business: Impressive, Communicative Representative, About you**
- **Binders, Papers, Notes - Keep everything written and neat**
- **The Rubric is Everything: paper and presentation**
- **Don't sweat the small stuff - color variation, typos**
- **Manage time for each section**
- **Spend time on big ticket aspects - board, app, motion**
- **Plan how to carry materials - bag for poster, travel etc. when designing**
- **Prepare to have every one of your decisions questions: business to budget**
- **Present with interruptions, don't finalize without feedback**
- **Engagement is first priority, hold attention throughout**
- **Be aware of over practicing - don't sound scripted**
- **Coordinate every aspect - project tone, color = presentation outfit, style**

SEOR Slides

Professional Selling

The Role Play with Preparation

Benefits:

- Great for specific skillsets
- Not grammar, essay
- Perfect Visuals

Treat like a Written Event:

- Max out Every Section
- Present Present Present
- Be a Business Professional

**No District Medals to
International Qualifier-
Hannah's Story!**

What Students Need to Know About Competition

Judges:

- All secretly love you
- Want you to succeed
- Cold ones are easiest to impress
- Close the Sale/Secure Follow up

Competitors:

- Can be your friends
- Can help you prep, plan etc

Dress:

- Ultra Conservative
- Not Ultra Perfect (usually)
- Coordination, thought

Winning means Sacrifice

Practice without change is meaningless

Optimize Competitive Success

Know:

- Freshmen have easiest course loads, most time
- Training others is the best way to practice - not learn
- Pro/Con of choosing Various Events
- Assume everyone knows what's online/conference info
- Use every second in your event
- Communicate info in stages as not to overwhelm
- Offering personal attention/care reduces stress-
 - Meals, Coaching, Scheduling Officers, Support Network

So. Many. Opportunities.

Online:

- Virtual Business
- Student Social Media

There is a perfect event for everyone. Keep Looking!

Video:

- Yearbook
- FIDM
- Idea Challenge

Note: Pick one thing to focus on

When to Prep- Example

Summer:

- DECA Direct
- Follow Social Media
- Pick your Event, plan schedule

Start of the School Year:

- Weekly Goals
- Hour Cut & Paste Sessions
- Explore what Fascinates

October- WRLC:

- Finish Content/Layout
- Last Call for Written Event
- District Sections- prep

Holiday Break - State:

- Address Weaknesses
- Upgrade every Aspect
- Bring the Extra all the time

Internationals

Student View:

- **Competitor types: Talents, Testers, Preps**
- **Either Overconfidence or Underconfidence**
- **Practical Jack of all Trades over Specialty Knowledge**
- **Know & Plan Everything - Agenda, Official Knowledge**
- **Get the items you need - shoes, bag, props**
- **You need to find every opportunity, it's on YOU**
- **Small holes sink the boat**
- **Judges are meant to test your confidence**
- **Go in expecting a Fun/Work Ratio**
- **Perfect what you can - be realistic**
- **Work so hard that you won't regret it**
- **Don't Over Sacrifice**

Questions?