



CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Emotional Intelligence

PRINCIPLES OF ENTREPRENEURSHIP 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.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of ethics.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Build trust in relationships.

EVENT SITUATION

You are to assume the role of the owner of THE LOCAL 15, a new restaurant. An employee (judge) wants you to explain why you are having difficulties deciding on a new supplier.

You opened THE LOCAL15 to provide customers delicious menu items that are 100% sourced from local farmers and producers. THE LOCAL15 prides itself on only using farmers and producers that are within a 15-mile radius of the city. This practice sets THE LOCAL15 apart from other restaurants in the city.

Your cousin wants to be a featured partner with THE LOCAL15 and has provided you and your staff with samples of freshly harvested greens, tomatoes and cucumbers that would be used in salads. Your cousin is willing to offer THE LOCAL15 a deep discount, much more affordable than the current local supplier; however, your cousin's land is 45-miles outside of the city.

An employee (judge) is thrilled that your cousin's food tastes great and the prices are low. The employee (judge) does not understand why you are having a difficult time making the decision to switch suppliers.

You will explain the reason for your ethical dilemma to the employee (judge) in a role-play to take place at the restaurant. The employee (judge) will begin the role-play by asking about the decision. After you have explained and have answered the employee's (judge's) questions, the employee (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 an employee at THE LOCAL15, a new restaurant. You want the owner (participant) to explain why they are having difficulties deciding on a new supplier.

The owner (participant) opened THE LOCAL15 to provide customers delicious menu items that are 100% sourced from local farmers and producers. THE LOCAL15 prides itself on only using farmers and producers that are within a 15-mile radius of the city. This practice sets THE LOCAL 15 apart from other restaurants in the city.

The owner's (participant's) cousin wants to be a featured partner with THE LOCAL15 and has provided the owner (participant) and staff with samples of freshly harvested greens, tomatoes and cucumbers that would be used in salads. The owner's (participant's) cousin is willing to offer THE LOCAL15 a deep discount, much more affordable than the current local supplier; however, the cousin's land is 45-miles outside of the city.

You are thrilled that the cousin's food tastes great and the prices are low. You do not understand why the owner (participant) is having a difficult time making the decision to switch suppliers.

The participant will present information to you in a role-play to take place at the restaurant. You will begin the role-play by asking about the decision.

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

1. Which is more concerning: the relationship to the potential supplier or the distance away?
2. Why is it important to be honest in business?

After the owner (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the owner (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.

Level of Evaluation	Interpretation Level
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 th 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 th 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 th percentile of business personnel performing this performance indicator.



PRINCIPLES OF ENTREPRENEURSHIP 2025

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Emotional Intelligence

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of ethics?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Explain reasons for ethical dilemmas?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Recognize and respond to ethical dilemmas?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Build trust in relationships?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						