



**CAREER CLUSTER**  
Entrepreneurship

**INSTRUCTIONAL AREA**  
Communication Skills

## **PRINCIPLES OF ENTREPRENEURSHIP 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 demonstrate the 21<sup>st</sup> 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.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Choose and use appropriate channels for workplace communication.
- Describe the impact of a person's social media brand on the achievement of organizational objectives.
- Distinguish between using social media for business and personal purposes.
- Employ communication styles appropriate to target audience.

## **EVENT SITUATION**

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You are to assume the role of the owner of ALL BUSINESS LANDSCAPING, a company that provides lawn care and landscaping services to business clients. You will meet with your business partner (judge) to discuss how to communicate appropriate social media behavior among employees.

The company is active on Facebook, Instagram and X. The company posts before and after images and videos that demonstrate the professionalism and quality of work the business provides. Oftentimes, ALL BUSINESS LANDSCAPING employees will tag or mention the company in posts on personal social media accounts and even share the company's posts to show off their hard work.

It was brought to your attention that two employees have been posting pictures of themselves in work uniforms making obscene gestures while drinking adult beverages on their personal social media accounts.

You will meet with your business partner (judge) to discuss how you will effectively communicate to employees how personal social media accounts can affect the business, the difference between posting for personal purposes and business purposes and appropriate messages.

You will explain the information to your business partner (judge) in a role-play to take place at the office. The business partner (judge) will begin the role-play by asking about communication. After you have explained and have answered the business partner's (judge's) questions, the business partner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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

1. Participant Instructions, 21<sup>st</sup> 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**

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You are to assume the role of a business partner of ALL BUSINESS LANDSCAPING, a company that provides lawn care and landscaping services to business clients. The owner (participant) will meet with you to discuss how to communicate appropriate social media behavior among employees.

The company is active on Facebook, Instagram and X. The company posts before and after images and videos that demonstrate the professionalism and quality of work the business provides. Oftentimes, ALL BUSINESS LANDSCAPING employees will tag or mention the company in posts on personal social media accounts and even share the company's posts to show off their hard work.

It was brought to the owner's (participant's) attention that two employees have been posting pictures of themselves in work uniforms making obscene gestures while drinking adult beverages on their personal social media accounts.

The owner (participant) will meet with you to discuss how to effectively communicate to employees how personal social media accounts can affect the business, the difference between posting for personal purposes and business purposes and appropriate messages.

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

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

1. How can we enforce the information you provide to the staff?
2. Isn't all publicity considered good publicity?

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

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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 <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.



## PRINCIPLES OF ENTREPRENEURSHIP 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Communication Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Choose and use appropriate channels for workplace communication?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the impact of a person's social media brand on the achievement of organizational objectives?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Distinguish between using social media for business and personal purposes?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Employ communication styles appropriate to target audience?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						