



## **CAREER CLUSTER**

Business Management and  
Administration

## **INSTRUCTIONAL AREA**

Communication Skills

# **BUSINESS LAW AND ETHICS TEAM DECISION MAKING EVENT**

## **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge). All members of the team must participate in the presentation, as well as answer any questions.
- 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.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication and Collaboration – Communicate clearly and show evidence of collaboration.
- Creativity and Innovation – Show evidence of creativity.

## **PERFORMANCE INDICATORS**

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- Explain the nature of business ethics.
- Identify company's brand promise.
- Explain the nature of effective written communications.
- Write informational messages.
- Explain the nature of staff communication.
- Choose and use appropriate channel for workplace communication.
- Determine factors affecting business risk.

## CASE STUDY SITUATION

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You are to assume the roles of the senior vice president and the director of public relations for GEMINI PRODUCTS, a company that produces consumer goods. The president of the company (judge) wants your team to create a company statement in response to public backlash over a company event and determine how to communicate with staff about providing information to reporters.

GEMINI PRODUCTS was late to the sustainability effort made by many other major corporations but made it a focus the last three years. GEMINI PRODUCTS started with its headquarters office, manufacturing plants and distribution centers by switching to eco-friendly lighting and heating, replacing single use plastics and limiting corporate travel. Now GEMINI PRODUCTS has focused on its consumer products and changed most product packaging to recycled or recyclable materials and focused on reducing its carbon footprint overall.

Last week, GEMINI PRODUCTS threw a high-profile event to announce its new line of eco-friendly products and packaging and to inform guests of the efforts made company wide. GEMINI staff, family, investors, partners, potential partners, stockholders and special guests were invited to the event.

While the event was meant to showcase the company's commitment to sustainability, significant resources were spent on non-sustainable practices. Employees, investors and partners were flown in from across the globe, single-use plastics and disposable products were used in catering and in the lavish decorations, and the special lighting used throughout the evening was very energy intensive.

A news reporter wrote an article in a major newspaper about the event and how it contradicts GEMINI PRODUCTS efforts in sustainability. The reporter was provided with copies of private financial information detailing costs and spoke to two anonymous employees about the extravagant event. The article has created backlash from the public.

The president (judge) wants your team to analyze the situation and create a company statement in response to the article and wants your team to determine how to communicate with staff regarding the leak of confidential information.

You will present your analysis and recommendations to the president (judge) in a meeting to take place in the president's (judge's) office. The president (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your ideas and have answered the president's (judge's) questions, the president (judge) will conclude the meeting 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. Case Study Situation
3. Judge 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 team.

4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant team.

### **JUDGE CHARACTERIZATION**

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You are to assume the role of the president of GEMINI PRODUCTS, a company that produces consumer goods. You want the senior vice president and the director of public relations (participant team) to create a company statement in response to public backlash over a company event and determine how to communicate with staff about providing information to reporters.

GEMINI PRODUCTS was late to the sustainability effort made by many other major corporations but made it a focus the last three years. GEMINI PRODUCTS started with its headquarters office, manufacturing plants and distribution centers by switching to eco-friendly lighting and heating, replacing single use plastics and limiting corporate travel. Now GEMINI PRODUCTS has focused on its consumer products and changed most product packaging to recycled or recyclable materials and focused on reducing its carbon footprint overall.

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While the event was meant to showcase the company's commitment to sustainability, significant resources were spent on non-sustainable practices. Employees, investors and partners were flown in from across the globe, single-use plastics and disposable products were used in catering and in the lavish decorations, and the special lighting used throughout the evening was very energy intensive.

A news reporter wrote an article in a major newspaper about the event and how it contradicts GEMINI PRODUCTS efforts in sustainability. The reporter was provided with copies of private financial information detailing costs and spoke to two anonymous employees about the extravagant event. The article has created backlash from the public.

You want the senior vice president and the director of public relations (participant team) to analyze the situation and create a company statement in response to the article and wants your team to determine how to communicate with staff regarding the leak of confidential information.

The participants will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participants and asking to hear about their ideas.

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

1. Does this mean we can never hold another event?
2. What would happen if we didn't respond at all?

Once the senior vice president and the director of public relations (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the senior vice president and the director of public relations (participant team) the work.

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

## 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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

### 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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## BUSINESS LAW AND ETHICS TEAM DECISION MAKING 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

### INSTRUCTIONAL AREA: Communication Skills

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

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

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

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of business ethics?	0-1-2-3	4-5-6	7-8	9-10	
2.	Identify company's brand promise?	0-1-2-3	4-5-6	7-8	9-10	
3.	Explain the nature of effective written communications?	0-1-2-3	4-5-6	7-8	9-10	
4.	Write informational messages?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the nature of staff communication?	0-1-2-3	4-5-6	7-8	9-10	
6.	Choose and use appropriate channel for workplace communication?	0-1-2-3	4-5-6	7-8	9-10	
7.	Determine factors affecting business risk?	0-1-2-3	4-5-6	7-8	9-10	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						