



PRINCIPLES OF ENTREPRENEURSHIP EVENT

CAREER CLUSTER
Entrepreneurship

INSTRUCTIONAL AREA
Customer Relations

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Demonstrate a customer service mindset.
- Interpret business policies to customers/clients.
- Reinforce service orientation through communication.
- Determine ways of reinforcing the company's image through employee performance.

EVENT SITUATION

You are to assume the role of the owner of PITTS BBQ, a new restaurant that features smoked meats and sides. You must speak to the shift supervisor (judge) about the staff's poor customer service skills.

After years of being complimented on your barbeque skills, smoking brisket, ribs, chicken, turkey and pork, you opened a restaurant. Due to the popularity of the new restaurant, it is common to run out of menu items before the listed closing time. You have noticed that when customers try to order menu items that have run out, staff simply tell them, "We're out." This has led to many unhappy customers.

You must speak to the shift supervisor (judge) about how the staff can demonstrate positive customer service when communicating to customers that menu items are no longer available. It is important that the staff understands how to reinforce a positive service orientation when communicating, since they represent your business.

You will present the information to the shift supervisor (judge) in a role-play to take place at the restaurant. The shift supervisor (judge) will begin the role-play by asking about customer relations. After you have explained and have answered the shift supervisor's (judge's) questions, the shift supervisor (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the shift supervisor at PITTS BBQ, a new restaurant that features smoked meats and sides. The owner (participant) wants to speak to you about the staff's poor customer service skills.

After years of being complimented on their barbeque skills, smoking brisket, ribs, chicken, turkey and pork, the owner (participant) opened a restaurant. Due to the popularity of the new restaurant, it is common to run out of menu items before the listed closing time. The owner (participant) has noticed that when customers try to order menu items that have run out, staff simply tell them, "We're out." This has led to many unhappy customers.

The owner (participant) will speak to you about how the staff can demonstrate positive customer service when communicating to customers that menu items are no longer available. It is important that the staff understands how to reinforce a positive service orientation when communicating, since they represent the business.

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 customer relations.

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

1. Why are positive customer relations so important in a local business?
2. How can we help the staff communicate when our menu items are unavailable?

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 solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the exam score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



PRINCIPLES OF ENTREPRENEURSHIP – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate a customer service mindset.	0-1-2-3	4-5-6-7	8-9-10-11	12	
2.	Interpret business policies to customers/clients.	0-1-2-3	4-5-6-7	8-9-10-11	12	
3.	Reinforce service orientation through communication.	0-1-2-3	4-5-6-7	8-9-10-11	12	
4.	Determine ways of reinforcing the company's image through employee performance.	0-1-2-3	4-5-6-7	8-9-10-11	12	
SOLUTION						
5.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
6.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
7.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
8.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
9.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
10.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
11.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2-3	4-5-6	7-8-9	10	
TOTAL SCORE						