



# EMERGING LEADER

SERIES











# EMERGING LEADER SERIES

Developing emerging leaders is the core of the DECA experience. The DECA Emerging Leader Series is our comprehensive leadership program for members. Its goal is to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21<sup>st</sup> Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers.

# DECA EMERGING LEADER SERIES

DECA's Emerging Leader Series provides leadership training for the following outcomes at the International Career Development Conference and Emerging Leader Summit.

 **IGNITE**  
BE THE ULTIMATE DECA MEMBER.

 **ELEVATE**  
BE THE ULTIMATE DECA CHAPTER LEADER.

 **EMPOWER**  
BE THE ULTIMATE DECA ASSOCIATION LEADER.

 **ASPIRE**  
BE THE ULTIMATE DECA GRADUATE.

 **THRIVE**  
BE THE ULTIMATE DECA CHAPTER.

INTERNATIONAL  
CAREER  
DEVELOPMENT  
CONFERENCE



EMERGING  
LEADER  
SUMMIT







## CRITICAL THINKING AND PROBLEM SOLVING

- Use various types of reasoning as appropriate to the situation
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes
- Solve different kinds of non-familiar problems in both conventional and innovative ways
- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- Synthesize and make connections between information and arguments
- Identify and ask significant questions that clarify various points of view and lead to better solutions

## COMMUNICATION

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Use communication for a range of purposes

## COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work and value the individual contributions made by each team member

## CREATIVITY AND INNOVATION

- Use a wide range of idea creation techniques
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
- Develop, implement and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
- Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur
- Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas





BE THE ULTIMATE  
**DECA**  
**MEMBER**





Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now is your time to gain an edge as you learn how to take your personal DECA experience to the next level and ignite your passion for DECA.

## OBJECTIVES

- Learn effective leadership and teamwork skills to use as a DECA member.
- Leverage the many opportunities available to DECA members.
- Demonstrate professionalism and etiquette.
- Learn strategies for competitive excellence.

## MODULES

### POLISHED PROFESSIONAL

Through guided discussion and interactive demonstrations, learn the latest trends and guidelines for professional behavior, interactions and appearance as well as your digital brand.

### COMPETITIVE EXCELLENCE

Learn to use a competitive excellence system through interactive lectures and simulated competition to illuminate the keys to success in testing, judge interaction, prep time and case study analysis.

### GRID WALK

Teams work together to navigate their way across the Grid while overcoming various roadblocks. Map Masters and Scorekeepers provide the framework of direction for each team as they develop systems to communicate and achieve their goal. Grid Walk emphasizes the importance of taking risks, effective communication and teamwork.

### SPEAK UP!

Effective communication is the glue that holds a team together. Leaders can use these skills to guide and inspire. Learn how to

improve your presentation and public speaking and practice these skills in a welcoming environment.

### WHAT'S THE BIG IDEA?

Develop creative ideas that can be put into action immediately. Teams focus on sharing ideas and best practices from their organizational involvement in the areas of: recruitment/membership involvement, fundraising and community outreach. Each participant takes away at least one specific goal they can share with their chapter.

### CREATIVE THINKING CHALLENGE

Brain-teasers, puzzles, enigmas? Tackling unusual and challenging problems is something every leader needs to deal with. Creative Thinking Challenge is a crash course in creative problem-solving and time management.

### A SERVING OF ME

How others see you is not always how you see yourself. Explore the nature of self-perception and gain a better understanding of the value of diversity and the uniqueness of individuals as a part of a team.



RECOMMENDED FOR  
**FIRST AND  
SECOND  
YEAR MEMBERS**





DECA

ELEVATE



BE THE ULTIMATE

**DECA  
CHAPTER  
LEADER**





# ELEVATE

Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now is your time to elevate your DECA status from member to chapter leader.

## OBJECTIVES

- Understand key leadership skills and apply those skills to being an effective teammate and chapter leader.
- Create strategies to communicate the DECA brand to current and potential members, key stakeholders, and beyond.
- Learn the importance and components of an effective chapter program of leadership and create initiatives to take back to your chapter.
- Evaluate best practices and utilize DECA programs for membership recruitment, competitive event success, fundraising, and engage your members to elevate your chapter.
- Connect with fellow chapter leaders from all over the world as you practice networking skills and apply 21st Century Skills.
- Actively collaborate on key chapter strategies and systems to help you close the school year strong and already be set up for success in the year to come.

## MODULES

### ELEVATE DECA

Taking the next step in your DECA story from member to chapter leader is an exciting one! You will lead the greatest leadership and entrepreneurship student organization on Earth. Gain a better understanding of what truly makes DECA “DECA” and be able to explain and apply the mission, values, and guiding principles of this great organization.

### ELEVATE YOUR DECA LEADERSHIP TEAM

A high-performing chapter leadership team can elevate a chapter beyond expectations! Apply DECA’s mission-based officer structure and position responsibilities to your chapter and learn key exercises and habits your team can rely on to become a team worth following.

### ELEVATE YOUR CHAPTER

Learn how chapters succeed all around DECA by networking and collaborating with fellow chapter leaders. Set intentional DECA goals, develop a Program of Leadership, and learn the keys to EPIC DECA projects so you can take your ideas and turn them into results.

### ELEVATE YOUR STRATEGIES WITH DECA TOOLS

Collaborate with fellow chapter leaders to develop plans to take back to your chapter to help you recruit members, fundraise, serve your community, prepare for competition and beyond. Better understand how to promote and communicate DECA to members and the community. Gain insight on how to keep yourself and your team productive and accountable to your goals. Present yourself and your chapters as polished professionals and DECA emerging leaders.

### ELEVATE YOUR DECA STRENGTH

Turn your motivation into action as you develop clear and specific plans to collaborate with your advisor as you end the school year and set your chapter up to start the next school year strong. From recognizing your members’ experiences at ICDC through strategic communication, celebrating growth in your members and chapter, to launching recruitment strategies, you will learn from other chapter leaders, collaborate with teammates, and get ready to implement the best strategies with your advisors.



RECOMMENDED FOR  
**UPCOMING  
CHAPTER LEADERS  
+ OFFICERS**



DECA

EMPOWER



BE THE ULTIMATE

**DECA  
ASSOCIATION  
LEADER**





As an association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.

## OBJECTIVES

- Learn effective leadership and teamwork skills to use as an association officer.
- Understand and communicate the DECA brand as an association officer.
- Understand the components of an effective association program of leadership.
- Learn how to empower chapters to engage all DECA members.
- Develop a comprehensive understanding of ethical leadership principles and their application in student organizations.
- Learn to design and facilitate engaging, inclusive workshops that promote leadership growth and member development.

## MODULES

### LET'S TALK ABOUT DECA

For over 75 years, DECA has prepared millions of emerging leaders and entrepreneurs. Learn important knowledge about DECA, including its organizational structure, brand essence and educational programs, to leverage your role as an association leader.

### STRATEGIC COMMUNICATION

Communication is a big part of serving as an association officer. Whether it is with members, advisors, your team or your Chartered Association Advisor, communication is the key to success. Learn about the importance and standards of three different types of communication you will encounter during this role: written communications, presentation/speaking skills and social media.

### SERVING AS A DECA BRAND AMBASSADOR

DECA association officers are empowered to lead and represent their DECA chartered association. The DECA brand is successful when it's carried out by leaders who exemplify the utmost professionalism and ethical leadership.

### ETHICAL LEADERSHIP

Explore how to navigate complex decisions, uphold DECA's values, and build a culture of trust through transparent leadership that inspires members and strengthens your association.

### TEAM DEVELOPMENT AND STANDARDS

As an association officer, learning to work together with your officer team is critical to success. Learn how to enhance team dynamics, improve communication, and foster a supportive team environment that encourages collaboration and builds trust among team members.

### ASSOCIATION STRATEGY

Setting your association officer team's goals and vision for the year is the first step in developing your team's strategy. Identify key goals and begin developing a program of leadership that will have an association-wide impact.

### WORKSHOPS

Workshops can be instrumental in accomplishing leadership goals during a conference or chapter visit. As an association officer, you will probably lead a workshop on more than one occasion during your term. You will learn the steps to begin the process of planning a workshop and developing your ideas.

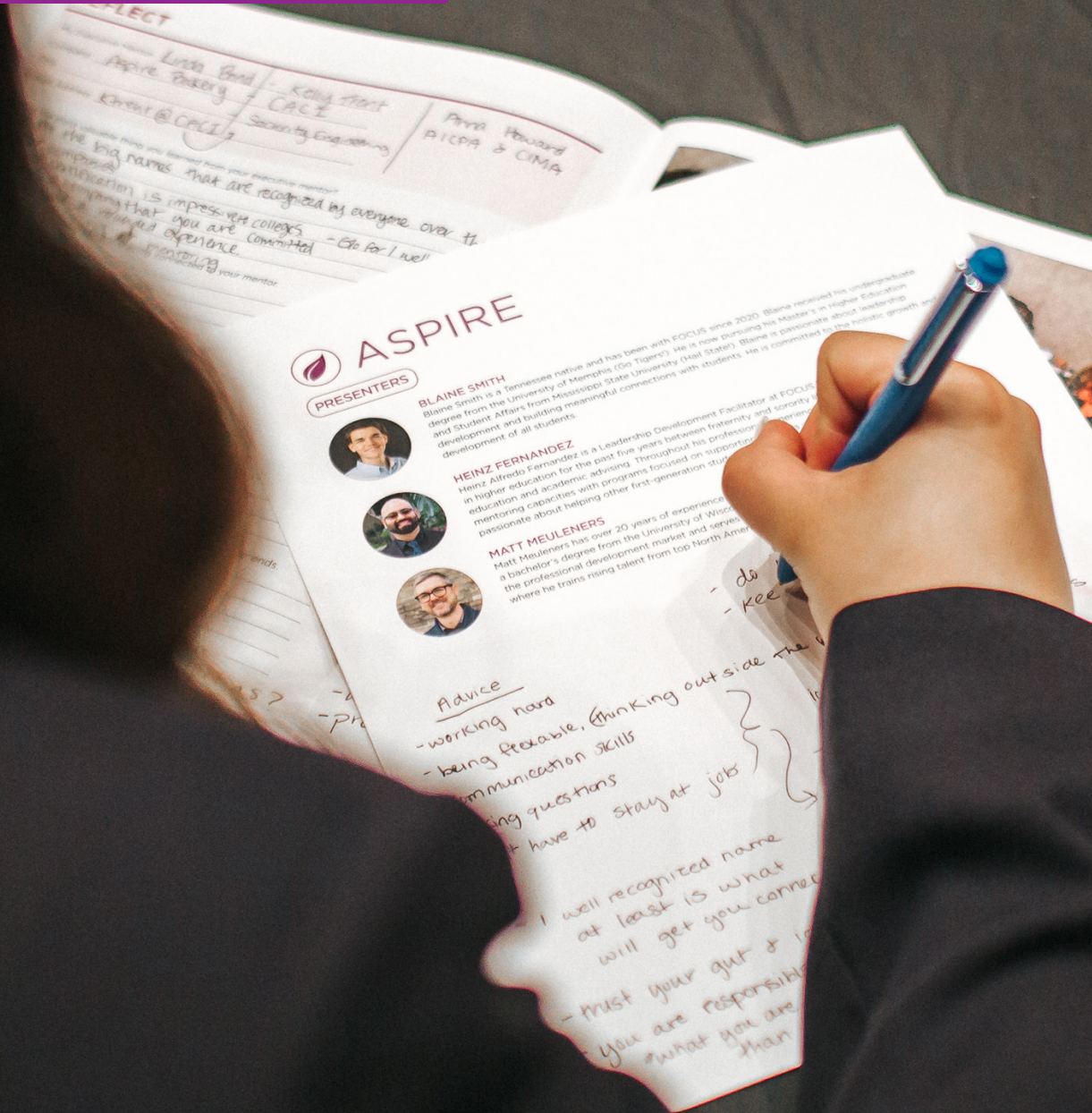


LIMITED TO  
**INCOMING  
CHARTERED  
ASSOCIATION  
OFFICERS**



DECA

ASPIRE



BE THE ULTIMATE  
**DECA**  
**GRADUATE**





# ASPIRE

As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.

## OBJECTIVES

- Learn how to set, manage and achieve personal goals.
- Identify strategies for college and career success.
- Network with corporate executives to learn about their path to success.
- Leverage your DECA experience for college and career success.

## MODULES

### EXECUTIVE MENTOR PROGRAM

Interact in small groups with high-profile executives from DECA's National Advisory Board representing some of the finest companies. Learn about their career path, ask them questions and get solid career advice.

### ORGANIZATIONAL CULTURE & EFFECTIVENESS

A positive and inclusive organizational culture has become essential for productive, innovative and adaptable organizations. Companies committed to maintaining a respectful workplace environment respond to client needs more effectively and retain happier, more engaged employees.

### HUMAN MACHINE

Working well with a diverse team allows individual members to achieve more than they could have working alone, thus achieving synergy! Participants will test their ability to quickly develop an idea, turn it into a product, pitch it and test their brand against others in the room.

### COLLEGE MATTERS 101

One of the most challenging aspects of independence gained once in college is learning how to budget. Making wise decisions about financial aid, debt, credit and building strong financial habits early on in life will lead to financial success down the road.

### COLLEGE MATTERS 201

Networking, community building in a new environment, prioritization and time management are all critical life-long skills for leaders, but they are even more important as students are in transition from high school to college and careers. Students that are able to connect with others and find balance and success academically and socially are more likely to graduate on time and be better prepared to succeed.

### LEVERAGING YOUR DECA EXPERIENCE AFTER GRADUATION

Make the most from your involvement in DECA as you transition to the workforce and higher education. Participants will explore how DECA involvement can be highlighted and how their DECA experience provides them a step up for their future.



LIMITED TO  
**GRADUATING  
SENIORS**





BE THE ULTIMATE  
**DECA**  
**CHAPTER**



It's time to thrive with other high-performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.

## OBJECTIVES

- Understand key leadership skills and create your own Personal Leadership Plan to help you intentionally grow your leadership.
- Analyze high performing teams and learn what you must do to help your teams accomplish high quality results.
- Understand the lifestyle of leadership and what leaders can do to help all five circles of their influence thrive.
- Apply skills and best practices to help you craft the ideal job resume, interview skills, and networking skills to help you thrive.

## MODULES

### BECOME A LEADER THAT THRIVES

Learn about your own personal leadership style and what it is like to be led by you. Identify the core skills and habits of high performing leaders and evaluate your own to see where you are performing well and where you can find growth.

### THRIVE TODAY AND TOMORROW

Reflect on your DECA Story and look to the future as you learn to tell your story and highlight all you have learned and accomplished. Create a personal brand strategy and prepare for your next step as an emerging leader.

### BUILD TEAMS THAT THRIVE

True leaders know that they can't do it alone! Learn how to collaborate better with different leadership styles and key leadership tools that help others feel heard and appreciated. Work together in teams through challenges, then evaluate how your team was able to perform, and set a plan for yourself to lead more teams to success!

### BUILD A NETWORK THAT THRIVES

Life is all people! Success in your career is heavily based on your personal skills and abilities, but opportunities can come much faster through your ability to network, communicate, and collaborate with others! Learn how to build networks that will support you in your goals.

### CREATING PROJECTS THAT THRIVE

Leaders make an impact in five circles of their influence. Learn how to rally people through engaging presentation skills around a cause and create a plan to achieve a positive impact. Gain skills in planning fundraisers, creating chapter campaigns and service projects. Collaborate with others and create plans to take back to your chapters and beyond!

### CHAPTER TOOLKIT

Chapters that Thrive don't happen by accident! From membership recruitment to career, chapters need a wide range of tools to help them continue to innovate and challenge members to grow and develop their skills. Share what has helped your chapter Thrive and leave with tools to help your chapter continue on a path towards success!

LIMITED TO  
**CHAPTERS THAT  
EARNED THRIVE LEVEL  
THROUGH CHAPTER  
CAMPAIGNS**

