



**CAREER CLUSTER**  
Business Management and  
Administration

**CAREER PATHWAY**  
General Management

**INSTRUCTIONAL AREA**  
Emotional Intelligence

## **BUSINESS ETHICS EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 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).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

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- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

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- Describe the nature of ethics.
- Explain reasons for ethical dilemmas.
- Explain the nature of effective communications.
- Explain factors that influence customer/client/business buying behavior.
- Evaluate speculative business risks.

## CASE STUDY SITUATION

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You are the director of operations and the senior vice president for CONTOUR, a leader in liposuction procedures and body contouring. CONTOUR has sixty locations nationwide. Each location has board-certified surgeons on staff that are specialized in the procedures. CONTOUR locations are part clinic for office visits and consultations and part surgery suite, where the procedures take place. Insurance companies do not cover CONTOUR procedures as they are considered cosmetic.

All locations offer a free consultation with no risk involved. The free consultation involves an interview with a CONTOUR nonmedical employee to discuss problem areas and desired results. The employee will check the client's vitals, ask about medical history and look at the client's body to determine if CONTOUR is a good fit. The employee then discusses pricing with the client. If the client agrees to the price of procedure, an appointment is made with a CONTOUR medical professional for pre-procedure visit. At the pre-procedure visit the medical professional checks to assure the client is in good health for the procedure, discusses the procedure and then makes the appointment for the procedure. CONTOUR staff then collect a \$1,500 non-refundable deposit and set up payment arrangements for the remainder of the cost.

CONTOUR locations have been overwhelmed with clients booking appointments for the free consultation, but the majority of these clients do not follow through with the pre-procedure appointment with the medical professional. The company needed to turn free consultations into revenue.

Last month the company implemented a new method of working with clients in three locations. When the client comes in for the free consultation with a CONTOUR nonmedical employee, the employee will follow the same procedures (vitals, medical history, pricing) but will then offer the client a special 50% off the nonrefundable deposit if it is paid that day. If the client agrees, a nonrefundable payment of \$750 is made and the pre-procedure appointment is made with the medical professional.

The new method proved to be a success and the company saw a 30% increase in the number of clients that opted for procedure at the three locations that used the new promotion. However, there have also been a handful complaints that the president of the company does not want to ignore.

## YOUR CHALLENGE

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The complaints have come from clients that paid the nonrefundable \$750 deposit, then went to the pre-procedure appointment with the medical professional and did not feel comfortable receiving the procedure which resulted in the loss of \$750. The clients are angry that in order to receive the 50% discount on the deposit, it had to be paid before seeing a medical professional. All clients that pay the deposit, whether full price or the promotional price, sign a document stating they are aware the deposit is nonrefundable.

The president of CONTOUR had wanted to introduce the 50% discount to all of the CONTOUR locations next month. The president has asked you to analyze the situation, determine if the company is acting unethically and provide any changes or alterations to the process that will benefit clients and CONTOUR.

## 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.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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.



**BUSINESS ETHICS  
2022**

**JUDGE'S EVALUATION FORM**  
Association Event 1

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

**INSTRUCTIONAL AREA**  
Emotional Intelligence

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

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

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe the nature of ethics?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the nature of effective communications?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Evaluate speculative business risks?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						