



**CAREER CLUSTER**  
Business Management and  
Administration

**CAREER PATHWAY**  
General Management

**INSTRUCTIONAL AREA**  
Customer Relations

## **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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- Identify company's brand promise.
- Build and maintain relationships with customers.
- Interpret business policies to customers/clients.
- Explain the nature of corporate social responsibility.
- Develop corporate social responsibility strategy.

## CASE STUDY SITUATION

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You are the director of community relations and the director of communication for FINDERS, a chain of retail thrift stores that feature second-hand apparel and home furnishings. FINDERS has been in business for three years and has 25 locations in 10 states. FINDERS stores resemble GOODWILL stores, which is a nonprofit organization that also operates retail thrift stores and uses the revenue for job-training, employment-placement services and other community-based programs helping people find jobs.

FINDERS slogan is, “Helping the Environment,” and is featured on signs throughout every store, on FINDERS price tags and on its shopping bags. Shoppers are able to feel good about helping the environment by buying second-hand items that would otherwise end up in landfills and also feel good by saving money.

Even though FINDERS has never stated it is a nonprofit organization, many people have believed that FINDERS is the same type of retail thrift store as GOODWILL or others thrift stores linked to charities. A recent news article claimed to discover that FINDERS is a for-profit retailer and has caused outrage among the public.

## YOUR CHALLENGE

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FINDERS has never claimed to be a nonprofit and has never associated itself with a charity. None of its messaging can be interpreted as misleading. “Helping the Environment” is a valid slogan as buying second-hand keeps discarded merchandise out of landfills and is the exact definition of reuse. Regardless of these facts, the public feels duped, and the retailer continues to receive negative publicity.

The president wants your team to develop a campaign to improve FINDERS’ image, while acknowledging that is indeed a for-profit business. Your team must consider appropriate strategies for corporate social responsibility that fits with FINDERS’ brand promise.

The president also wants your team to write a press release responding to the negative publicity surrounding the public’s wrong assumptions and its plans for the future.

## 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  
2024**

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

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

**INSTRUCTIONAL AREA**  
Customer Relations

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

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

Did the participants:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Identify company's brand promise?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Interpret business policies to customers/clients?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build and maintain relationships with customers?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain the nature of corporate social responsibility?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Develop corporate social responsibility strategy?	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>						