



**DECA  
BOOT CAMP**

**ALL WE DO IS WIN!**



# **WINNING A DECA ROLE PLAY**

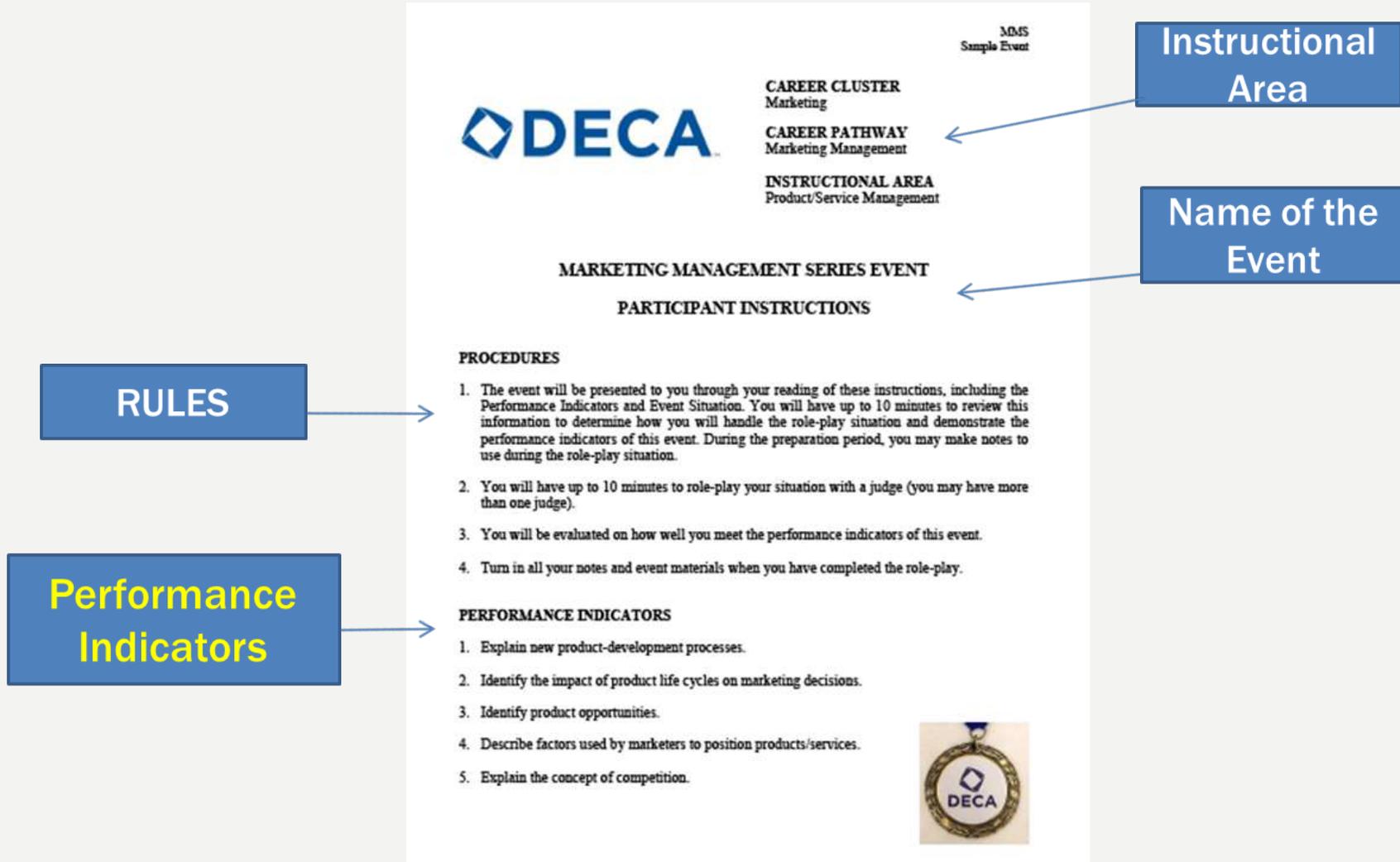
**LOUISIANA DECA**

# WHAT IS A ROLE PLAY?

- A real-world scenario
- Based on a possible business situation
- Includes a **PROBLEM** that needs to be solved or a **PLAN** that needs to be prepared.
- Individual events will have 10 minutes of preparation
- Team events will have 30 minutes of preparation



# ROLE-PLAY SHEET OVERVIEW



# PERFORMANCE INDICATORS

- A performance indicator is used to measure and evaluate knowledge of a specific skill.

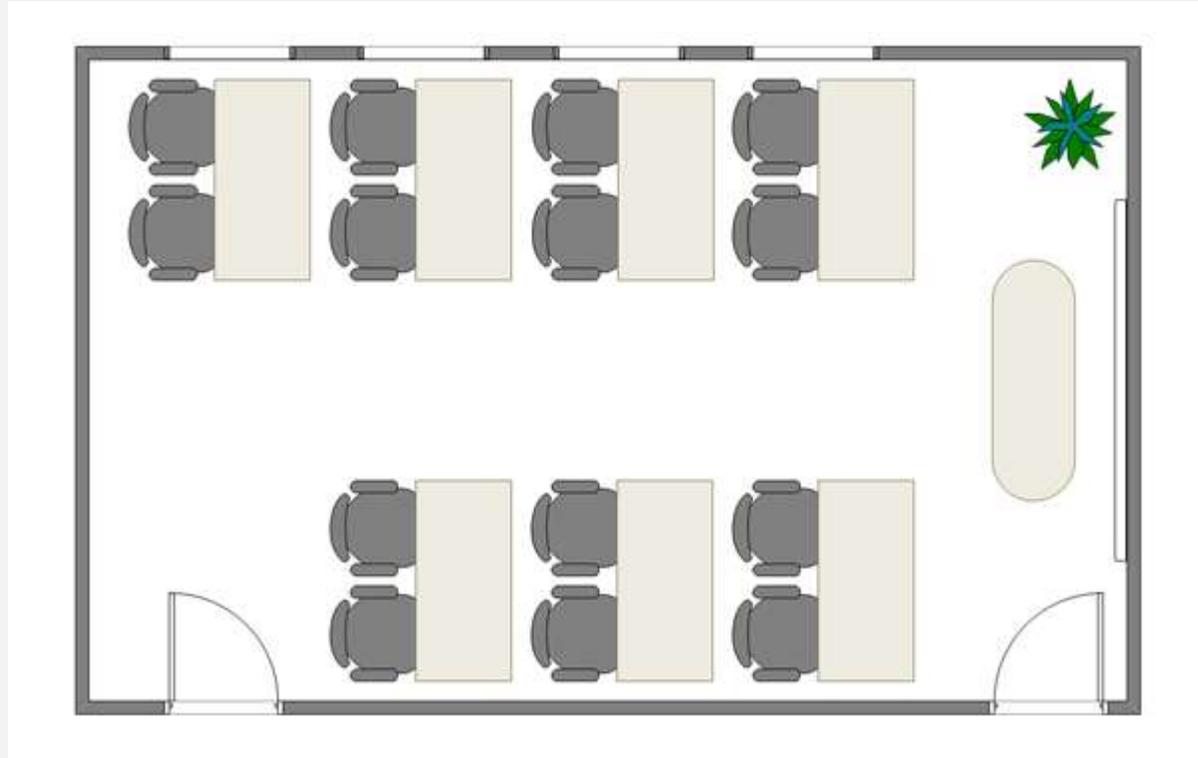


Define, Explain, Connect, Above

- **DEFINE** what the performance indicator means
- **EXPLAIN** why it's important or relevant to the situation
- **CONNECT** to a solution
- **ABOVE** and beyond: make yourself stand out?

# USE VISUAL AIDS (NOT NOTES)

- Themes or slogans
- Store layouts
- Diagrams and Charts
- Advertisements
- Brochures or manuals
- Budget sheets
- Benefits/Advantages



# **BE CREATIVE, YET BE REALISTIC**

- **Budgets should not be too big or too small**
- **You can not give everything away for free**
- **Most companies do not make money for the first year**
- **Social media followers should be appropriate amount ex. 5K**

**Go beyond the scenario; add budgets, timelines, or strategic planning.**

# PROPER ETIQUETTE = CONFIDENCE

- Have a firm handshake when entering and leaving role-play
- Consistent eye contact shows you're interested and confident in what you are selling or solving.
- Strong posture demonstrates your engagement in the conversation
- No crutch words such as; uhm, like, so
- SMILE, it demonstrates self assurance and confidence
- If you lack confidence in yourself or role-play it will show through to the judge(s)
- Always be a few minutes early for your role-play.

# **PLAY A CHARACTER**

**Hi! I'm Madeline,  
General Manager of  
The Green and White  
Cookie Site.**

**As a student at Walker  
High School, I am  
grateful for the  
opportunity I have to  
meet with you today.**

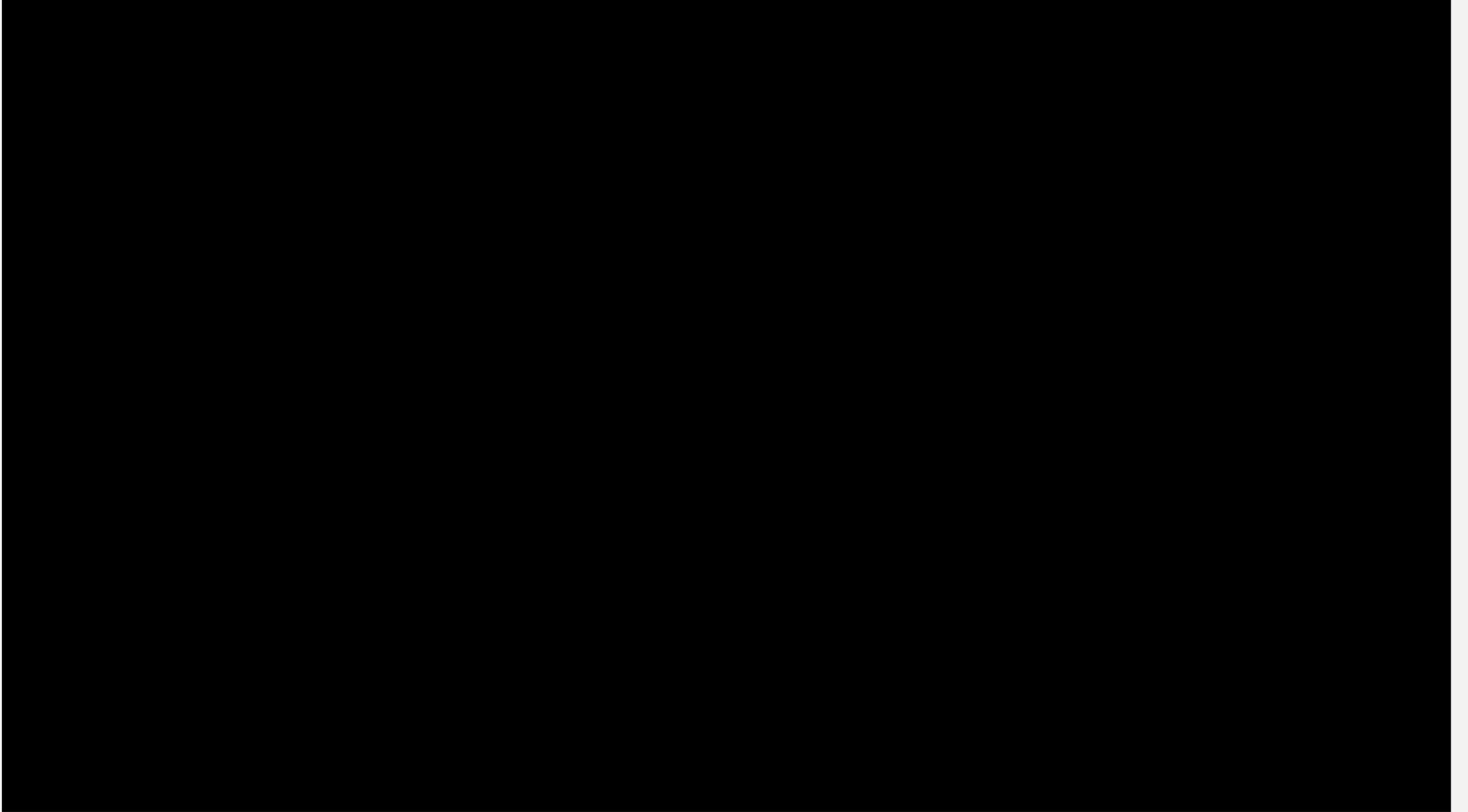


# HAVE A STRONG CLOSING

- **Summarize what you have talked about**
- **Lead into the judges questions:**
  - “I would love to be able to answer any questions you might have”
  - “What questions do you have for us at this time”
- **Stay in character:**
  - Ask for a follow-up meeting
  - Indicate you will have your secretary call them back
  - Leave them a business card (from your scratch paper)
  - Ask them to sign a contract to begin your efforts
  - End with a strong handshake
  - Do not talk or make any gestures until after you leave the room

# ORGANIZATIONAL STRUCTURE

- **STEP 1: Introduction**
- **STEP 2: State the problem**
- **STEP 3: List your goals and objectives**
  - Put these in a bulleted list for your judge to see
- **STEP 4: Discuss your plan in full DETAIL! (about 10 minutes)**
- **STEP 5: Determine the advantages and disadvantages**  
Costs, timeline, risks
- **STEP 6: Closing statement and follow-up meeting**





# **MASTERING THE EXAM**

# EXAM TIPS

- **Study for your exam!**
  - Practice vocabulary
  - Take practice exams
- **Read each question slowly!**
  - Think about all the answers.
  - If all else fails take an educated guess.
- **Make sure you get a good nights sleep before hand.**
- **Don't let anything discourage you.**

# IMPACT ON TOTAL SCORE

Individual Series Event	Team Decision Making
<p data-bbox="512 525 1149 582"><u>TWO</u> ROLE PLAYS (at state)</p> <ul data-bbox="486 679 1174 882" style="list-style-type: none"><li data-bbox="486 679 1174 736">• Role Play #1: 1/3 of score</li><li data-bbox="486 751 1174 808">• Role Play #2: 1/3 of score</li><li data-bbox="486 822 1174 879">• TEST: 1/3 of score</li></ul>	<p data-bbox="1391 525 2244 582">1 case study (30 minutes to prepare)</p> <ul data-bbox="1416 679 2257 882" style="list-style-type: none"><li data-bbox="1416 679 2257 736">• Role Play: 2/3 of score</li><li data-bbox="1416 751 2257 808">• TEST: 1/3 of score</li><li data-bbox="1416 822 2257 879">• Partner's test scores are <i>averaged</i></li></ul>