



DECA BOOT CAMP

ALL WE DO IS WIN!



WINNING A DECA ROLE PLAY

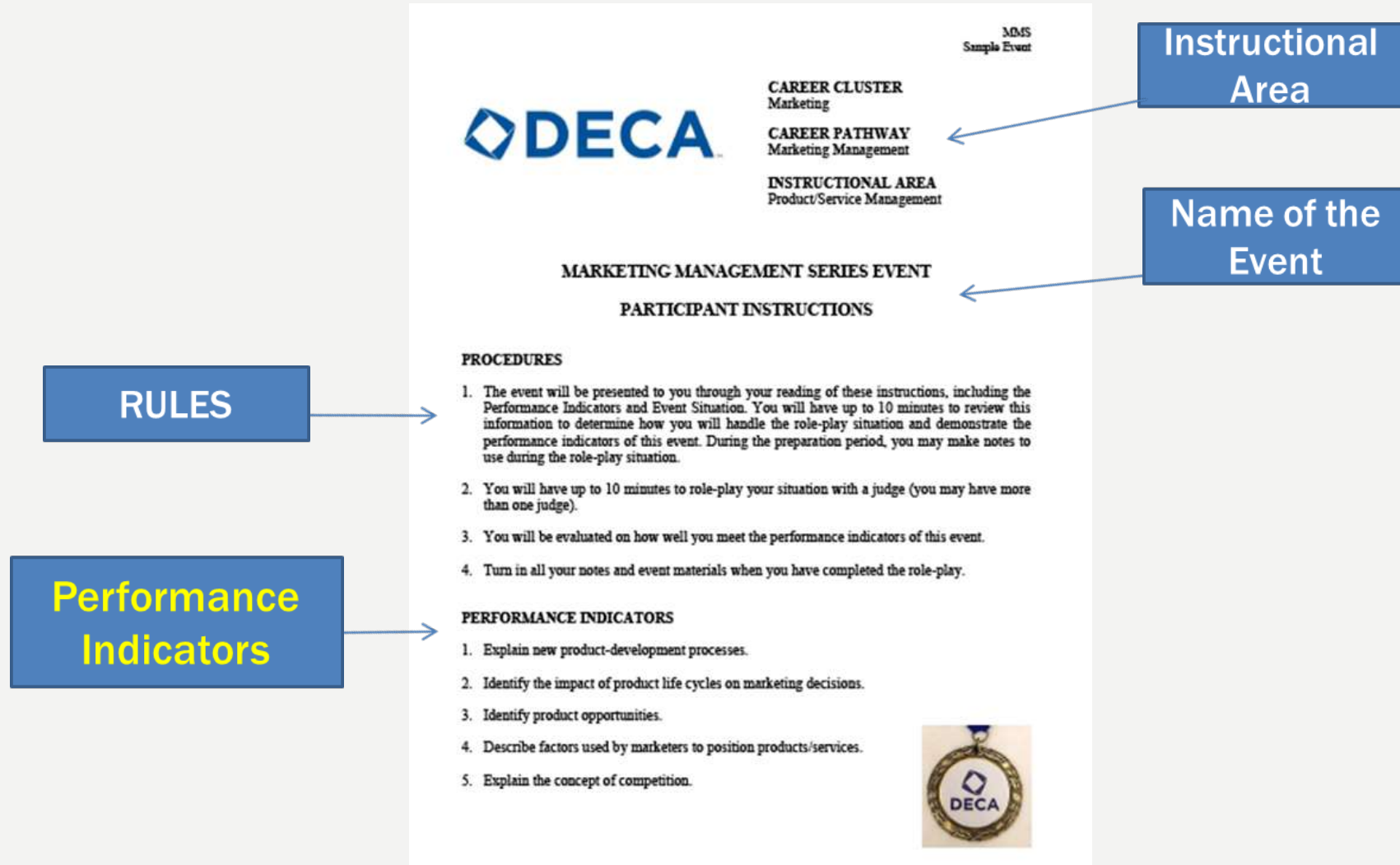
LOUISIANA DECA

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.

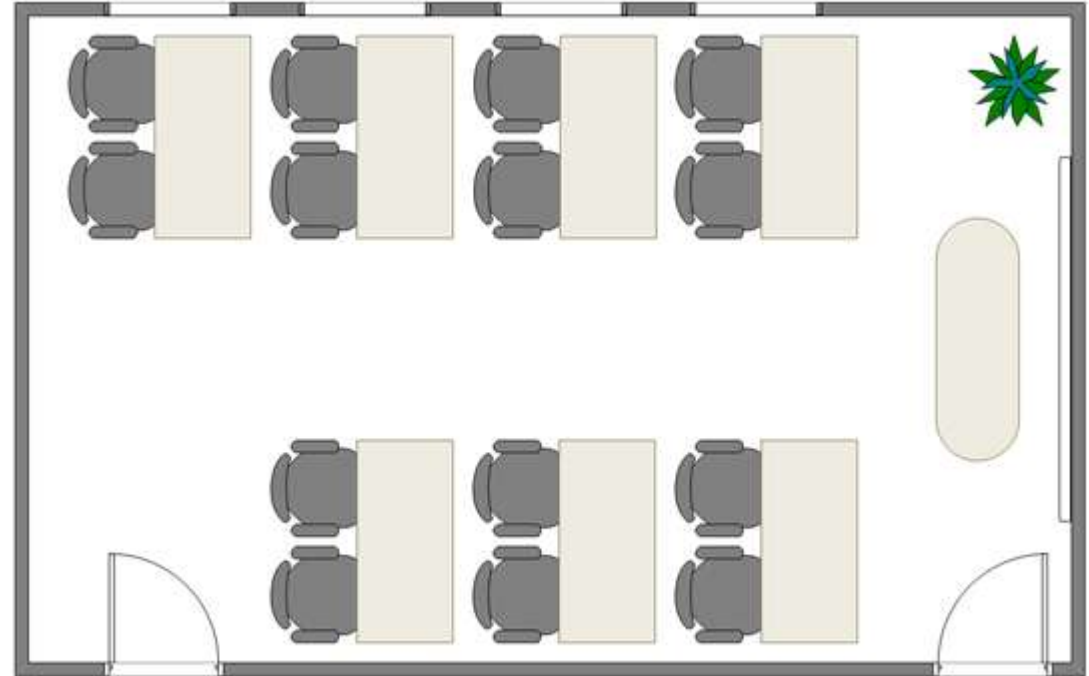


Define, Explain, Connect, Above

- **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.**

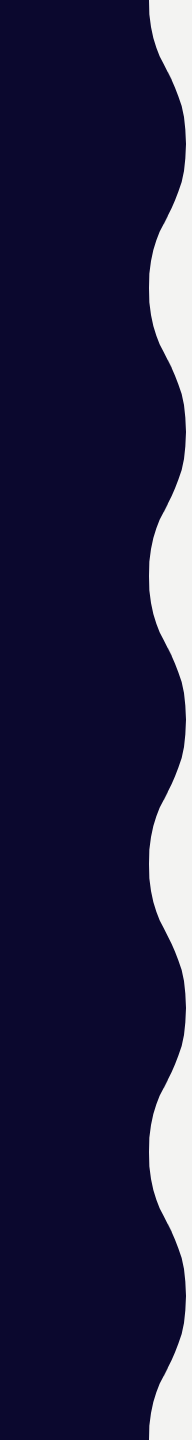
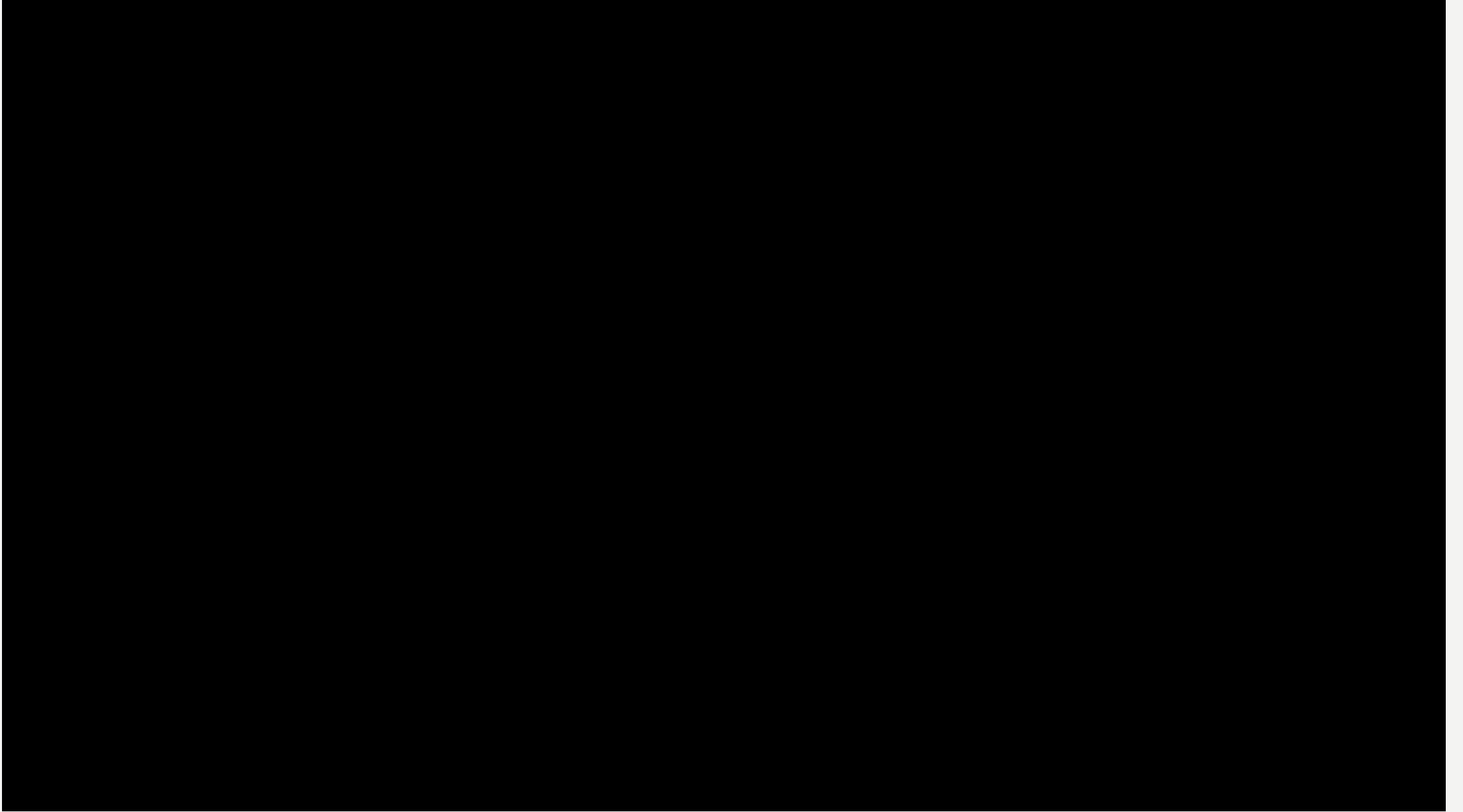


HAVE A STRONG CLOSING

- **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**



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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><u>TWO</u> ROLE PLAYS (at state)</p> <ul style="list-style-type: none">• Role Play #1: 1/3 of score• Role Play #2: 1/3 of score• TEST: 1/3 of score	<p>1 case study (30 minutes to prepare)</p> <ul style="list-style-type: none">• Role Play: 2/3 of score• TEST: 1/3 of score• Partner's test scores are <i>averaged</i>