

# How to win a DECA ROLE PLAY

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- 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.

## What is a Role-Play?

- **Series Event**
  - 1- Individual Competitor
  - Usually a ½ page scenario
  - 10 minutes of preparation

Example: Sports Marketing *Series* (SEM)

- **Case Study**
  - Team Decision Making events (2 people)
  - In-depth analysis and longer scenario
  - 30 minutes of preparation

Example: Sports and Entertainment *Team Decision Making* (STDM)

## Two types of role-plays

- Correcting an employee error that resulted in a sales loss
  - Creating a promotional plan for a new product
  - Evaluating the ethical concerns in a given situation
  - Calculating a budget and planning a project
  - Hiring, firing or training a new employee
  - Improving store quality or employee safety
- Every event has a specific area of emphasis.

## Instructional Areas



Business Law  
Communication  
Economics  
Emotional Intelligence  
Customer Relations  
Financial Analysis  
Information Management  
Marketing  
Human Resources  
Operations  
Professional Development  
Strategic Management  
Promotion  
Risk Management  
Selling

**TIP #1: play a character –It will tell you in the role play . . . read carefully**

*Hi! I'm Pam, Manager of Elite Automotive.*

*As an employee at Waldo's World, I am grateful for the opportunity I have to meet with you today.*

## **Tip#2: Explain every Performance indicator-in detail**

This is the MOST important part of the role-play!

Performance Indicator Example: Determine factors affecting business risk

*While there are a number of factors that affect our level of risk, we must be able to distinguish between natural, economic and human risks.*

*Human risks are the most likely threat to our business. In this case, with proper employee training and clearly communicated store policies, we can protect ourselves against lawsuits and potential theft.*

*While not all risk is preventable, we can make sure that our insurance policies are update and provide enough coverage to protect our assets.*

## **Tip #3 Use Visual Aids and Be creative and innovative**

### **Visual Aid Ideas**

- Goals and Objectives
- Theme or Slogan
- Store Layouts
- Diagrams or visual organizers
- Benefits/Advantages
- Challenges/Disadvantages
- Costs and Expenses
- Budget Sheet
- Pie Charts and Graphs
- A Calendar or Timeline
- Brochures or employee training manuals
- Contract
- Advertisements (Banners, TV storyboards, radio ads, etc.)

## **Tip #4: Be realistic with the scenario**

- Budgets should not be too big or too small
- You cannot give everything away for free!
- Celebrities/famous people do not want to help you
- Just because you promote or create something, doesn't GUARANTEE customers will buy it.
- Most companies do not make money their first year

## **Tip #5: Use business words**

These are some common impressive topics—google and research; ask alumni or Ms. Thompson

- SWOT
- Marketing Mix
- Cost Benefit Analysis
- AIDA Model
- ROI (Return on Investment)
- Strategic Plan
- Types of resources (financial, human, natural)

## **Tip #6: Show your confidence—These work every time!**

- Handshake
- Eye Contact
- Posture
- No Ums or Likes
- Smile
- Be self assured

### **Tip #7 Be organized– Use this 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**

### **Tip #8 Go Beyond the scenario**

- Add the Costs or a Budget
- Create a timeline or organizational chart
- Implement an employee training or staff meeting to prevent future problems
- Suggest a long term strategic plan (looking ahead)

### **Tip #9: 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

### **Tip #10: Prepare**

- Attend the practice competitions
- Read over *at least* 5 past role play scenarios
- Learn business vocabulary and **prepare your “go-to” concepts you can use each time regardless of the scenario**
- “Fake it till’ you make it”!!!