



Colorado ACE Student Leadership Conference Competitive Event

## Employment Dynamics: Customer Service

**Description:** Students showcase their problem-solving skills by resolving a scenario involving a disgruntled customer.

**Type of Event:** Individual or Team

*The scenario will be available on the ACE website ([www.coloradostateplan.com/ACE](http://www.coloradostateplan.com/ACE)) by March 1, 2012.*

**Rules:**

1. Presentation cannot be longer than five minutes.
2. Presentation must be a speech given to a panel of judges, including:
  - a. Ramifications of doing nothing
    - i. Long-term impact in areas of:
      1. *public relations*
      2. *profitability*
      3. *employee morale*
      4. *future hiring/retention*
      5. *overall long-term business success*
    - b. Development of three possible solutions and their potential results
      - i. Solutions must be realistic and implementable
      - ii. Long-term impact of each solution must be explained in terms of:
        1. *public relations*
        2. *profitability*
        3. *employee morale*
        4. *future hiring/retention*
        5. *overall long-term business success*
      - c. Clear explanation of why one of three solutions developed is most ideal solution
  3. Presenters must exhibit professionalism in the areas of:
    - a. Overall Quality
      - i. preparedness
      - ii. confidence
      - iii. use of time
      - iv. logical sequence
    - b. Attitude and Appearance
      - i. positive attitude
      - ii. enthusiasm
      - iii. appropriate dress
      - iv. eye contact with audience
      - v. appropriate/non-distracting gestures/body language
    - c. Teamwork (if completed as a team)
      - i. evidence of equal participation of all members
      - ii. identification of areas of individual responsibility
  4. Presentation may include visuals to add clarity, however, the quality of those visuals is not part of the overall evaluation.

**TECHNOLOGY NOTES:**

- *Presentations must be PC-compatible and brought to the competition on a thumb drive.*
  - *Projector and laptop are available for student use. (Students may bring own laptop to connect to the projector.)*
- Refer to rubric for details of evaluation criteria.**

# RUBRIC FOR GRADING PRESENTATIONS

## *Employment Dynamics: Customer Service*

NAME:		SCHOOL:			
	<b>EXCELLENT 8-10 Points</b>	<b>ABOVE AVERAGE 5-7 Points</b>	<b>AVERAGE 2-4 Points</b>	<b>NEEDS IMPROVEMENT 0-1 Points</b>	<b>Points Assigned by Judge</b>
<b>Ramifications of Doing Nothing</b>	identifies long-term results of doing nothing, clearly addressing: <ul style="list-style-type: none"> <li>• public relations</li> <li>• profitability</li> <li>• employee morale</li> <li>• future hiring/retention</li> <li>• long-term success</li> </ul>	1 or 2 areas of impact left out or inadequately completed	3 areas of impact left out or inadequately completed	does not show proficiency in identifying implications of leaving a problem unsolved.	
<b>Identification of Potential Solutions</b>	-all 3 solutions are realistic and reasonably implementable -identifies long-term impact for all 3 solutions, clearly addressing: <ul style="list-style-type: none"> <li>• public relations</li> <li>• profitability</li> <li>• employee morale</li> <li>• future hiring/retention</li> <li>• long-term success</li> </ul>	completed all parts but only for 2 solutions OR offered 3 solutions but 1 or 2 areas of impact left out or completed inadequately	completed all parts but only for 1 solution OR offered 3 solutions but 3 areas of impact left out or completed inadequately	does not demonstrate proficiency in identifying possible solutions	
<b>Selection and Defense of Ideal Solution</b>	-clearly explains why one solution was chosen -clearly outlines all reasons for this choice	-solution selected -reasons for choice muddled or inadequate	no clear choice of best solution	unable to select best solution from among choices	
<b>Professionalism: Overall Quality and Teamwork (if applicable)</b>	-well-prepared -exhibits confidence -time used constructively -presented in logical sequence -evidence of equal input/effort from all participants -individual work clearly noted	-1 or 2 elements missing or poorly demonstrated -evidence of nearly equal input/effort from all participants -individual work not clearly delineated	-3 elements missing or poorly demonstrated -evidence of unequal participant input/effort -unclear who did what	-does not demonstrate professional-level quality of work -no evidence of teamwork -unable to determine who did what	
<b>Professionalism: Attitude and Appearance</b>	-positive attitude -expresses enthusiasm -dressed for business -addresses audience directly -makes eye contact with audience -appropriate/non-distracting gestures and body language	demonstrates 5 of 6 required attributes	demonstrates 3 or 4 of 6 required attributes	does not demonstrate professionalism in attitude or appearance	
<b>TOTAL POINTS AWARDED</b>					
<b>Judge's Signature:</b>					

*Point Equivalents: 50-40 gold, 39-31 silver, 30-21 bronze, 20-1 ribbon*