



ELEVATE

DECA
**EMERGING
LEADER**
SERIES



ELEVATE

Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.

OBJECTIVES

Learn effective leadership and teamwork skills to use as a chapter officer.

Understand and communicate the DECA brand as a chapter officer.

Understand the components of an effective chapter program of work.

Learn how chapters and members can most take advantage of DECA's programs.

Obtain best practices in the areas of communications, membership recruitment, community service, fundraising and more.



MODULES

ELEVATE DECA

You have been called to lead and serve the greatest leadership and entrepreneurship student organization on Earth. Learn what makes DECA "DECA" and prepare to lead others up to their fullest potential.

- DECA Mission, Values, Guiding Principles

ELEVATE DECA STYLES

Begin your rise as an emerging leader by understanding what it's like to be led by you! The DECA Styles Inventory will help you identify your sweet spots and blind spots as a DECA leader.

- DECA Leadership Styles

ELEVATE YOUR DECA LEADERSHIP TEAM

Learn how to build a Leadership Team worth following! Understand DECA's Mission-based Officer Structure and position responsibilities.

- DECA Leadership Team Development, Organizational Structure, DECA Responsibility Description

ELEVATE DECA CHAPTER STRATEGY

Learn the essentials of DECA chapter strategy! Determine DECA Goals, develop a Program of Leadership, get ready to plan and execute EPIC DECA Projects!

- DECA Goals, Program of Leadership Guide, EPIC Project Model

ELEVATE DECA TOOLS

Great leaders need great tools to elevate their organization. Learn fund development. Help your chapter win in competition. Lead public relations through digital communication strategies. Learn how to keep yourself and your team productive and on the rise. Present yourself and others as a polished professional and DECA emerging leader.

- Diamond Fundraising Model, Competitive Event Super Success System, DECA Strategic Communications Plan, Monthly Social Media, Accountability and Productivity Tools, I AM DECA Story



EMERGING LEADER NAME

DECA CHAPTER

MISSION-BASED CHAPTER LEADERSHIP POSITION

DECA CHARTERED ASSOCIATION

EMAIL ADDRESS

21ST CENTURY SKILLS

CRITICAL THINKING AND PROBLEM SOLVING

- Use various types of reasoning as appropriate to the situation
- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- Interpret information and draw conclusions based on the best analysis

COMMUNICATION

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Use communication for a range of purposes
- Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact

COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work, and value the individual contributions made by each team member

CREATIVITY AND INNOVATION

- Use a wide range of idea creation techniques
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
- Develop, implement and communicate new ideas to others effectively
- Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur



ELEVATE

5

DECA EMERGING LEADERS + ENTREPRENEURS

DECA Elevation Model
 DECA Mission
 DECA Values
 DECA's Guiding Principles
 My Mission Moments

13

DECA STYLES

Understanding DECA Styles
 DECA Leadership Styles Inventory
 Your DECA Leadership Style Defined
 Increase Your Leadership Influence

19

DECA LEADERSHIP TEAM

Our Team's DECA Style
 DECA's Mission-Based Officer Positions
 Chapter Officer Duties and Structure
 Design Your DECA Chapter Organizational Structure
 I AM DECA Responsibility Description
 Increase Your Team's Influence

27

DECA CHAPTER STRATEGY

DECA Goals
 DECA Chapter Program of Leadership
 EPIC DECA Projects

47

DECA LEADERSHIP TOOLS

Diamond Fundraising Model
 DECA Strategic Communications Plan
 DECA's Competitive Event Super Success System
 Accountability & Productivity Tools
 Professionalism Tools
 I AM DECA Story



DECA EMERGING LEADERS + ENTREPRENEURS

DECA
**EMERGING
LEADER**
SERIES

OPERATION

DECA**CODE NAME: DECA****SECRET PASSWORD: #ELEVATE**

Your mission, should you choose to accept it, is to understand fully and integrate the DECA mission in your leadership!

WHAT IS A MISSION STATEMENT?

A mission is the overall thrust we are working to accomplish. It describes the end result of an organized effort.

A mission statement captures, in a short statement, the goals and philosophies of an entity. Businesses and corporations use mission statements to communicate what they do, why they do it, and who they serve. A mission statement is vital because it communicates purpose and what makes the entity unique and extraordinary. It's the cornerstone of the brand which allows the identity (examples: logo, fonts, colors, images) to be assigned meaning and value.

DECA AGENTS

Just as secret spies receive their orders and purpose through their mission, the DECA mission plays a similar role. The DECA mission statement defines who we are and what we do. The DECA mission is a statement connecting all members, leaders and supporters to the bigger picture. All who sport the logo, wear the blazer, and work to advance the mission are DECA agents of awesomeness who together make our organization the greatest student leadership and entrepreneurship organization in the world!



DECA
PREPARES
EMERGING LEADERS
AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

OUR MISSION. YOUR MISSION!

Circle the words in our DECA Mission Statement that are personally the most important to you and your future career goals and aspirations.



**PREPARES
EMERGING
LEADERS AND
ENTREPRENEURS IN**

**MARKETING
FINANCE
HOSPITALITY
MANAGEMENT**

LEADERSHIP THROUGH DECA VALUES

Leaders define culture. And culture is the cornerstone of epic organizations. What is the most powerful tool a leader has to drive and define culture? VALUES!

"It's not hard to make decisions once you know what your values are."

ROY E. DISNEY

Values are the “default operating system” for organizations. When you don’t know what to do, when you have multiple priorities pressing in on you, when you planned for one thing and another opportunity or situation impacts your plans—it’s values that will be your guide and the guide for those you lead.

DECA VALUES	
VALUE	DEFINED
COMPETENCE	
INTEGRITY	
TEAMWORK	
INNOVATION	

Average leaders lead through passion and position. Epic leaders advance through mission and motivation, through guiding principles and programs of leadership. But, the key to unleashing true leadership is living and leading through strong personal and organizational values.

val•ue | ['valyōō] | verb

Important and lasting beliefs or ideals shared by the members of a culture about what is good or bad and desirable or undesirable. Values have major influence on a person's behavior and attitude and serve as broad guidelines in all situations.

VALUES DRIVE DECA

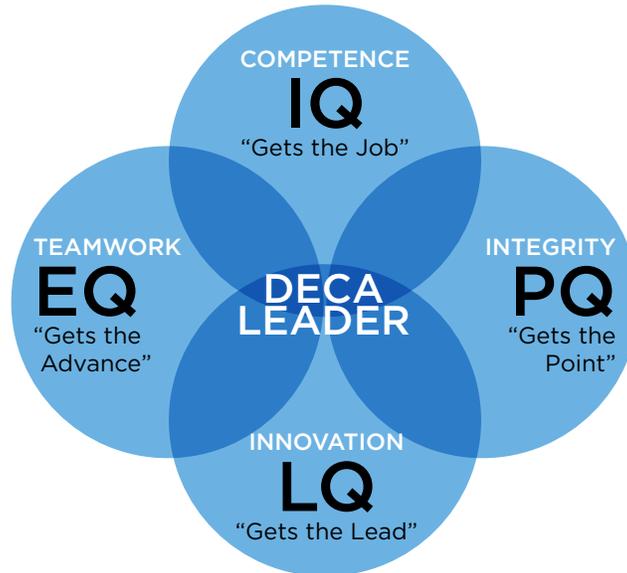
DECA's Values are driven by the core principles important to developing world class emerging leaders and entrepreneurs from the inside out. As you lead through DECA Values you will gain intelligence and experience in four aspects critical to being a leader worth following:

IQ: Intelligence Quotient

PQ: Personality Quotient

EQ: Emotional Quotient

LQ: Leadership Quotient



Too often leadership starts and stops at “competence.” DECA does not rest on the simple equation of “if the officer looks and acts like a leader—they must be a leader.” “DECA LEADERS” look like leaders because they are leaders! And when leaders operate with a clear and shared value set intentional, genuine, and high performance culture emerges to positively change lives.

VALUE	QUOTIENT	ATTRIBUTE	PERFORMANCE
COMPETENCE	IQ Intelligence Quotient	<i>“I have skills!”</i>	Individual Self-Centered
INTEGRITY	PQ Personality Quotient	<i>“I am self-aware of my strengths and weaknesses and apply this knowledge to my actions as a leader.”</i>	Ethical & Honorable Leader-Centered
TEAMWORK	EQ Emotional Quotient	<i>“I am relational leader and know how and when to follow and lead.”</i>	Amplify & Multiply Team-Centered
INNOVATION	LQ Leadership Quotient	<i>“I am a relational leader with dynamic skills who acts ethically, leads creatively for the benefit of others!”</i>	Synthesized & Awesome! Others-Centered



OUR
MISSION

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

OUR GUIDING PRINCIPLES

DECA'S COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

APPLIES LEARNING

CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

PROMOTES COMPETITION

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

EXPERIENCED LEADERS

MY MISSION MOMENTS

DECA's Guiding Principles are more than fancy marketing statements. They describe the heart of what DECA is all about and what it means when members tell the world, "I am a DECA member." One of the most effective and powerful ways you can empower others to support DECA is by telling your personal DECA story and how our Guiding Principles have contributed to your life and future.

REFLECT HERE ON YOUR MISSION MOMENTS

DECA INTEGRATES INTO THE CLASSROOM INSTRUCTION

Describe a DECA activity or lesson that has helped you prepare for college and career.
How did it help you?

DECA APPLIES LEARNING

Share about a DECA project that required you to be creative and apply knowledge you gained in DECA. What was the outcome?

DECA CONNECTS TO BUSINESS

Recall a time when you met with a business partner through DECA. Who did you meet?
What was the occasion?
What insight did you learn?

DECA PROMOTES COMPETITION

Describe a competitive experience you've had in DECA (e.g. *running for office, competition, etc.*). How did it drive you to excel and improve your skills and performance? In what ways would others say you've grown because of DECA?

MY MISSION MOMENTS

ACADEMICALLY PREPARED

Share how DECA has inspired your scholastic pursuits and equipped you to conquer your aspirations.

COMMUNITY ORIENTED

What DECA service projects have you been involved in? How did your service impact and improve the community?

PROFESSIONALLY RESPONSIBLE

What is one standard of integrity and professionalism you have learned in DECA?

EXPERIENCED LEADERS

What is your Personal Best Leadership experience in DECA? What did this experience teach you about how to lead in the future?



DECA STYLES

UNDERSTANDING DECA LEADERSHIP STYLES

There are three components to leadership and ultimately your unique DECA Leadership Style:

1. _____ 2. _____ 3. _____

One third of your leadership is based on **nature**—how you were uniquely wired and gifted at birth. One third of your leadership is based on **nurture**—the training you have received and the impact of how you were raised and influenced by family, friends, heroes, and others in your life. The final element of your leadership style is based on your **choices**—the lessons you have learned from the outcomes of the decisions you have made in life.

The DECA Leadership Styles Inventory provides insight into your nature—or how you are naturally wired to lead. It provides a glimpse into your natural tendencies and how you were born to act and react to life situations. Your natural style often emerges when you are the most stressed, tired, or are operating in new or unfamiliar environments. As you gain confidence and comfortability in leadership, the nurture and choice aspects of your leadership style will emerge. This choreography and cultivation of nature, nurture, and choice reveals the emerging leader within.

MAJOR AND MINOR LEADERSHIP STYLES

Your highest score represents your **Major DECA Leadership Style**. This is also the leadership style you use most often and readily identify with in others.

Your lowest score represents your **Minor DECA Leadership Style**. This is the leadership style you lead with the least often and likely struggle with understanding those who operate with this as their Major DECA Leadership Style.

If your Major DECA Leadership Style is tied or within one or two points of another style, this means that you have the capability to readily adjust your leadership style to understand and operate in a broader variety of situations.

AVERAGE LEADERS VS EPIC LEADERS

An **average** leader often surrounds themselves with other leaders who have a similar style. This is natural because people are often more comfortable and communicate easily with people with similar styles and backgrounds. While easier, more comfortable, and perhaps even more fun in the short term, surrounding yourself with leaders just like your style can create major issues for you and those who follow you over the duration of your season of service.

Any of these leadership styles can sit at the head of the table and lead DECA. But, epic leaders and teams understand that all of these styles need to be sitting at the table in order to achieve maximum success and best serve members, customers, and stakeholders. By knowing your style, and the styles of others, you can make greater contributions, recognize how to leverage the leadership of others, and work cooperatively to positively influence people and situations to achieve value and growth.

CHALLENGES FOR TEAMS WITH THE SAME DECA LEADERSHIP STYLE

1. _____

2. _____

3. _____

ADVANTAGES FOR TEAMS WITH DIVERSE DECA LEADERSHIP STYLES

1. _____

2. _____

3. _____

Until you grow your self-awareness as a leader, you only know _____% of what it's like to be led by you.



WHAT'S YOUR DECA LEADERSHIP STYLE?

Rank your style and approach to leadership based on the phrases, word groupings and descriptions on the next page. You must score each box with a 4, 3, 2, or 1. You only can use each number only once per row. Place a 4 under the group of words that BEST describes you leadership style. Then choose the next with a 3, the next with a 2, and finally the LEAST like you with a 1. EACH ROW MUST CONTAIN ALL FOUR NUMBERS.

SECTION 1	SECTION 2	SECTION 3	SECTION 4
YouTube: Made sure the video got done. It's getting tons of hits.	YouTube: Starred in the video. It was awesome!	YouTube: Made sure everyone was in the video. We love it!	YouTube: Developed the concept for the video. It's epic!
Management Supervisor	Marketing Sales	Hospitality Tourism	Entrepreneur Innovator
Practical Procedural Responsible Organized	Adventurous Open-Minded Impulsive Courageous	Unique Empathy Personal Cooperative	Curious Conceptual Competent Knowledgeable
Driven Tradition Orderly Meticulous	Exciting Motivational Spontaneous Competitive	Spirited Affectionate Inspirational Dramatic	Detail Equity Flexible Ingenious
Working in a group I might say: "OK, everyone, let's concentrate so we can get this done."	Working in a group I might say: "Hey, everyone! You know what would be cool to try?"	Working in a group I might say: "What does everyone think about this idea? Do you like it?"	Working in a group I might say: "I think I have a great idea for how we can do this. What if we...?"
Everyone has dreams. Secretly, you... Want to be President & CEO with your name on the executive office door.	Everyone has dreams. Secretly, you... Want to star in your own TV Show with your name in lights!	Everyone has dreams. Secretly, you... Want to be the person who brings world peace and you don't care who gets credit.	Everyone has dreams. Secretly, you... Want to invent a product or service which changes the world.
People who praise me say: "I'm great at setting goals and achieving them." I'm effective.	People who praise me say: "I can get people excited and involved." I'm charismatic.	People who praise me say: "I listen well and really care about others." I'm considerate.	People who praise me say: "I'm creative and always have an idea to share." I'm innovative.
TOTAL OF SECTION 1	TOTAL OF SECTION 2	TOTAL OF SECTION 3	TOTAL OF SECTION 4

YOUR DECA LEADERSHIP STYLE DEFINED

Transfer your scores from DECA Leadership Styles Inventory to the corresponding boxes below.

TOTAL OF SECTION 1	TOTAL OF SECTION 2	TOTAL OF SECTION 3	TOTAL OF SECTION 4



DRIVER

ENERGIZER

CARETAKER

ANALYZER

DRIVERS see themselves as:	ENERGIZERS see themselves as:	CARETAKERS see themselves as:	ANALYZERS see themselves as:
Executive type Responsible Goal-oriented Organized Effective	Fun-loving Solution Finder Action-oriented In the moment Fast Paced	Caring Warm People-oriented Encouraging Considerate	Knowledgeable Great Planners Vision-oriented Objective, Calm Efficient
Others see them as:	Others see them as:	Others see them as:	Others see them as:
Bossy Opinionated Boring Stubborn	Not serious Forgetful Disobeys rules Not able to stay on task	Dramatic Naïve Touchy-feely Ignores policies	Arrogant Hard to get to know Uncaring Shy
They dislike:	They dislike:	They dislike:	They dislike:
Non-conformity Ambiguity Waste Ineffectiveness	Authority/Rules Inflexibility Slow pace Inaction	Hypocrisy Deception Hidden Agendas Insincerity	Incompetence Inequity Injustice Inefficiency
They like:	They like:	They like:	They like:
Structure Clear Instruction Punctuality Time to Adapt to Change	Change Freedom to Create Sense of Humor Hands On	Collaborating Warm Atmosphere Inclusiveness Recognition of All	The Big Picture Thinking Inventiveness Facts & Truth
Work vs. Play	Work vs. Play	Work vs. Play	Work vs. Play
Work, then Play	Work and Play	Work and Play Together	Plan to Work and Play
Key DECA Core Value	Key DECA Core Value	Key DECA Core Value	Key DECA Core Value
Integrity	Competence	Teamwork	Innovation
Member Relations	Member Relations	Member Relations	Member Relations
Organize, track, and set goals for membership	Recruit, engage, and mobilize members	Welcome, connect, and encourage members	Strategize and plan the membership campaign

INCREASE YOUR INFLUENCE

GROWTH OPPORTUNITIES FOR YOUR DECA STYLES

Circle at least one growth statement per DECA Style that you know is a leadership weakness you want to grow into a leadership strength.

DRIVER GROWTH	ENERGIZER GROWTH
<p>Relax and enjoy the ride. The world's not perfect. Flex and be ready to change your plan.</p> <p>It takes great people and great planning to succeed. Planning is not your growth opportunity area.</p> <p>Failure is essential to innovation and learning. Understand setbacks are setups for greater triumph!</p> <p>Just because an idea doesn't have a plan, doesn't mean it won't work. Come up with the plan, even if it's not your idea.</p> <p>Don't be intimidated by the popular or gifted communicator. Seek clarity. Ask your questions (with warmth and sincerity!)</p> <p>Watch your tone and tact. Alienating others is not how you access the help needed to succeed!</p>	<p>Learn to be fully present and listen before responding.</p> <p>Watch how much you talk and finish other people's sentences in conversations</p> <p>Anyone can generate great ideas, learn to rally others to build on ideas and finish great ideas.</p> <p>Learn to be patient and give others time to think about your great ideas. Ownership is vital!</p> <p>Understand that just because it's not fun doesn't mean it failed. Good times don't always equal good results.</p> <p>Details matter. Take the time to color in the picture or encourage others who are gifted at the details.</p>
CARETAKER GROWTH	ANALYZER GROWTH
<p>Service is your strength, but watch how much you give yourself to everything and everyone. Leave some room for your needs too!</p> <p>Understand that not everything is personal. It may feel that way, but, it's not always the case.</p> <p>Learn how to bring expectation as successfully as you bring encouragement.</p> <p>Suit up and bring your body armor to work with leaders who aren't your style</p> <p>Deadlines affect others! Being late because you were serving others is still being late and undermines your influence.</p> <p>Drama is distracting and it often finds you because of your caring nature for others. Don't let drama devour precious time and energy.</p>	<p>Learn to share and engage others in your ideas even if they aren't perfect yet. That's what teams are for!</p> <p>Learn to really listen and hear the ideas of others before you question and critique.</p> <p>When someone shares their feelings, try not to analyze them or what happened. Just listen and be there for them.</p> <p>Don't be so concerned with tomorrow that you miss today!</p> <p>Be careful about your superiority complex. No one likes to hear "I told you so." Others know you were right without you having to tell them.</p> <p>There's a time to study and a time to start up. Be careful not to overthink things and miss the moment.</p>

BE COURAGEOUS!

Ask another leader or advisor you trust to underline additional growth areas for your DECA Style. Seeking genuine feedback from others will accelerate your influence and leadership!



**DECA
LEADERSHIP
TEAM**

DECA
**EMERGING
LEADER**
SERIES



DECA LEADERSHIP TEAM

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation. The DECA Leadership Team is the core group of DECA members that provides leadership to the entire DECA chapter. The DECA Leadership Team should have defined roles and responsibilities that support the chapter's mission and goals.

There are plenty of leadership opportunities to engage more chapter members than just a few officers. Putting together an effective team may include various teams, committees and directors to help share responsibilities and focus on specific duties.

LEADERSHIP STYLES OVER TIME

Your leadership style will season, refine, and grow over time. Education, life experiences, decisions, and cultural background all influence the style you have now and will continue to do so throughout your life. Do not be surprised if you take this or any personality styles inventory and find your style has changed. This is an indicator of how your life experiences are impacting and maturing your leadership style.

OUR TEAM'S DECA LEADERSHIP STYLES

Name	Position	Major Style	Minor Style
	CEO [Advisor]		
	President		
	VP of Leadership		
	VP of Career Development		
	VP of Marketing		
	VP of Finance		
	VP of Hospitality		

Your DECA Leadership Style does not
_____ you.

Your DECA Leadership Style is an _____
of the natural _____ you have as a leader. Your
_____ ultimately end up defining the
results of your life and leadership.

DECA'S MISSION-BASED CHAPTER OFFICER POSITIONS

The DECA chapter officer positions reflect a corporate leadership structure, rather than the typical positions utilized in student clubs and organizations. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership.

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management



“It takes great leaders to make a great mission happen.”



WHY DO THE MISSION-BASED LEADERSHIP POSITIONS EXIST?

Officers lead, represent, and deliver the DECA mission every day. The DECA chapter officer positions directly align and connect with the DECA mission to help guide chapter leaders in their responsibilities, activities, and commitment to the DECA mission during their term of service.

WHY DOES DECA ENCOURAGE ADOPTION OF THESE POSITIONS AT THE CHAPTER LEVEL?

In marketing, brand consistency is a core concept that DECA strives to uphold at all levels of the association. Brand consistency ensures unified strategy, action, and message is communicated internally and externally. Consistency builds understanding, trust, commitment and the overall value of the brand.

HOW DO MISSION-BASED LEADERSHIP POSITIONS CONNECT TO REAL-WORLD EXPERIENCES?

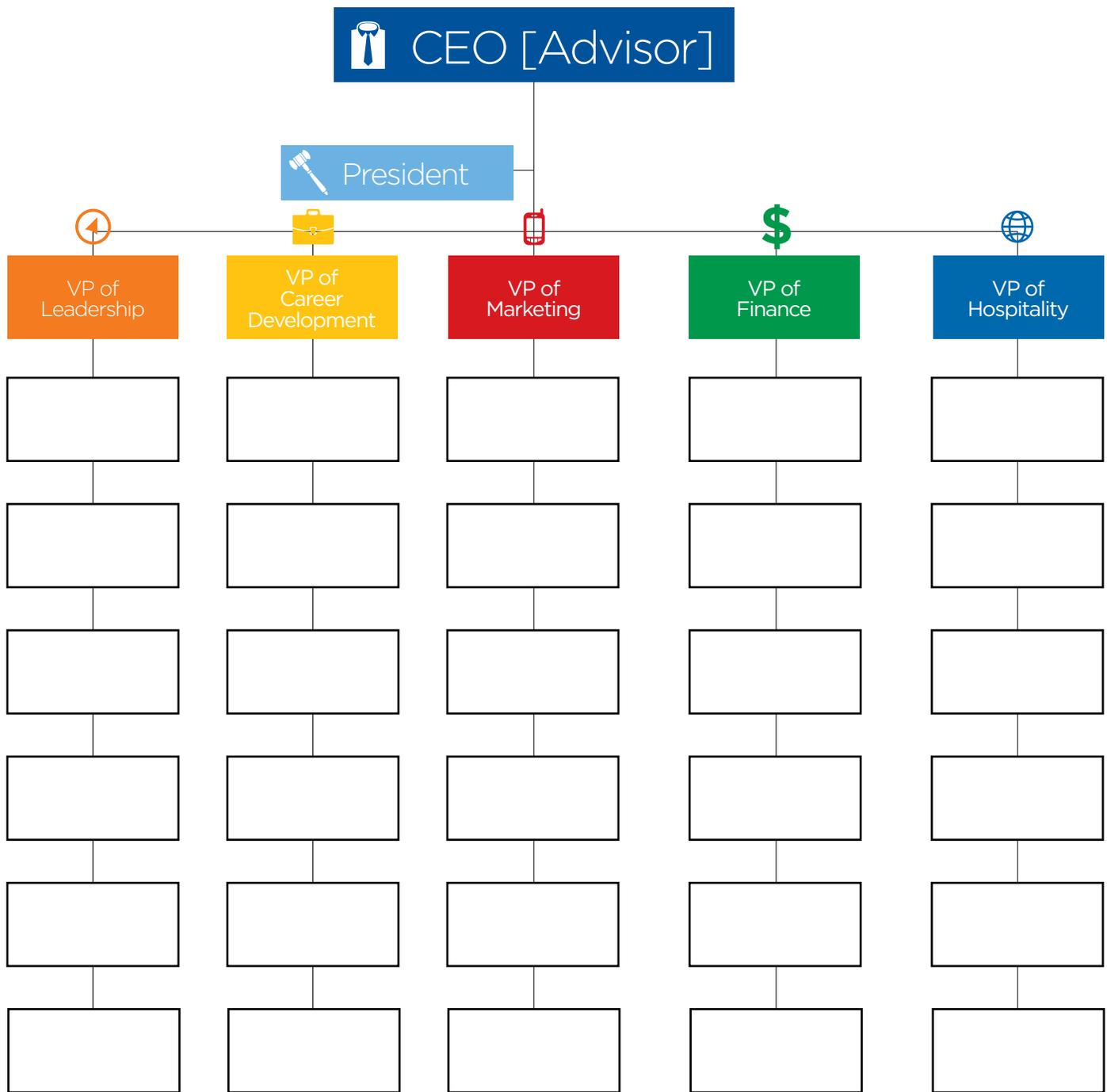
The DECA chapter leadership positions are a reflection of positions in businesses, corporations, and organizations. The roles are also similar, for example, the CEO and President of a Fortune 500 company is responsible for guiding the company, providing vision, and deploying resources effectively. The CEO and President of a local DECA chapter are expected to produce similar results.

CHAPTER OFFICER DUTIES AND STRUCTURE

Advisors	 CEO [Advisor]				
DECA Student Leader	 President				
President Position Overview	<p><i>Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with Chartered Association Officers and establishing chapter vision, management, and organization that ensures each chapter officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.</i></p>				
Model Chapter Executive Team	 VP of Leadership	 VP of Career Development	 VP of Marketing	 VP of Finance	 VP of Hospitality
Position Overview	<p><i>Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.</i></p>	<p><i>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events</i></p>	<p><i>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.</i></p>	<p><i>Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.</i></p>	<p><i>Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</i></p>
Team Structure	Leadership Team	Career Development Team	Marketing Team	Finance Team	Hospitality Team
Sample Project Manager/Leadership Positions	<ul style="list-style-type: none"> • DECA Campaigns Director • Community Service Director • School Service Director • Conference Director • Recognition/Scholarships Director • Leadership Training Director • Freshman Class Director • Sophomore Class Director • Junior Class Director • Senior Class Director 	<ul style="list-style-type: none"> • DECA Challenges Director • Principles Events Director • Series Events Director • Written Events Director • Online Events Director • Principles of Business Administration Events Director • Management Team Decision Making Events Director • Individual Series Events Director • Business Operations Research Events Director • Chapter Team Events Director • Marketing Representative Events Director • Professional Selling Events Director 	<ul style="list-style-type: none"> • Creative Director • Member Recruitment Director • Digital Media Director • Public Relations Director • School Relations Director • Community Relations Director • Social Media Director • Website Director • Chapter Newsletter Director 	<ul style="list-style-type: none"> • Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director 	<ul style="list-style-type: none"> • New Member Director • Member Experiences Director • Chapter Meetings Director • Chapter Events Director • Alumni & Professional Member Director • Ambassador Director • DECA Mentor Director
<p><i>These could be appointed positions to committees or positions that fit your chapter size, goals and interests.</i></p>					

DESIGN YOUR DECA CHAPTER ORGANIZATIONAL STRUCTURE

Instructions: Using the organizational chart structure below, design a structure to fit the unique needs, size, and goals of your DECA chapter. The boxes indicate elected positions that make up the executive leadership team. The blank boxes should be filled in to reflect the “director” level positions that make up teams (or committees) that provide support to the mission-based leadership positions. Select director positions from the DECA Chapter Officer Duties and Structure grid on the previous page—or feel free to create your own director positions.



OFFICER RESPONSIBILITY DESCRIPTION

I am DECA chapter...

LIST YOUR POSITION HERE

I report to the chapter...

LIST WHO YOUR POSITION REPORTS TO IN THE ORGANIZATIONAL CHART

I work with the chapter...

LIST THE OTHER CHAPTER OFFICER POSITIONS YOU WILL WORK WITH TO ACHIEVE YOUR CHAPTER GOALS

I am responsible for...

LIST ALL THE PROJECTS, EVENTS, ACTIVITIES, CAMPAIGNS, EFFORTS YOUR POSITION LEADS AND SUPPORTS

WE will be successful this year if I...

CREATE YOUR CHAPTER CONTRIBUTION SUCCESS STATEMENT.

INCREASE YOUR TEAM'S INFLUENCE

GROWTH OPPORTUNITIES FOR DECA TEAMS

Check the box next to the growth opportunities your DECA Team wants to improve this year.

- MISSION**
Can everyone on your team recite the DECA Mission from memory?
- TEAM SIZE**
Studies show the optimal leadership team size is six. How large are your DECA teams?
- INVENTORY**
Inventory the DECA Styles on your team. Are all four DECA Styles represented? What are the skills and networks of each individual team member? Are you using these to build DECA?
- GROUND RULES**
Has your team identified 5-10 rules of engagement to foster openness, respect, belonging, and grow through the stages of team development?
- FEEDBACK ORDER**
When seeking feedback on a new idea, ask for input in the following order: Analyzers, Caretakers, Energizers, and finally Drivers. Drivers are naturally tuned into thinking about “the plan” and will do the best job of summarizing everyone’s ideas into actionable steps.
- APPRENTICESHIP**
What is your team doing to apprentice and intentionally mentor younger leaders? Great teams look out for this year and next year and ensure there is a pipeline of trained emerging leaders to take their place. Identify them by name, ensure they get trained, attend team meetings, and get introduced to responsibility.
- MEET OFTEN**
Does your team meet frequently (weekly) with a specific agenda? Agendas should include social time for everyone to reconnect and build deeper relationships. Team agendas should include a way to grow leadership, updates on the latest from DECA, and status reports on EPIC DECA Projects.
- MAIN THING**
Is your team “keeping the main thing, the main thing?” Does your team review its DECA GOALS at each meeting to assess progress and make changes to the Program of Leadership as needed?
- SHARING**
Does your team have a central shared location to store documents, collaborate, and keep its work that everyone can access?
- PLUG IN**
Who is assigned from your chapter team to interface with your association and executive officer teams? Are your key leaders “walking websites” and experts on DECA?
- UP-TO-DATE**
Who is assigned from your team to keep track of new programs, opportunities, and recognition from your association and DECA Inc.?
- CEO ENGAGEMENT**
How does your team interact with the chapter advisor (CEO) to keep them informed, connected, and supporting your chapter?
- CHEER!**
How often does your team celebrate accomplishments, individual/team triumphs, or the success of chapter members? TIP! Seek out and celebrate members living out the DECA values.
- UNIFORM**
Does your team have a casual and professional dress uniform? Epic teams look like a team!
- I AM DECA STORY**
Can every chapter officer share a compelling I AM DECA Story?



DECA CHAPTER STRATEGY

DECA
**EMERGING
LEADER**
SERIES



DECA CHAPTER STRATEGY

Strategy is essential to any successful enterprise and entrepreneurial leader. How people, ideas and resources come together to achieve results for stakeholders is the key job of the DECA executive leader. Understanding the core elements of a successful DECA Chapter Strategy is the first step toward realizing the full potential of your chapter. And, the first step of strategy is understanding and believing in the importance of the mission.

strat-e-gy

[stráttejee]

definition:

planning in

any field: a

carefully devised plan of action to achieve a goal, or the art of developing or carrying out such a plan



DECA CHAPTER STRATEGY

definition: The masterful alignment of fantastic advisors and talented emerging leaders who enthusiastically bring together the right people at the right time with the right resources to achieve awesome results!



DECA GOALS

We all have big dreams of what we want to achieve in our lives and in our DECA chapters. Setting measurable goals helps bring definition to those dreams. This definition allows you to better explain what you want to accomplish, coordinate your team efforts, track your progress, inspire your team members, and continue refining your action plans to increase chances of success.

GOAL SETTING RANGE

DECA GOALS reflect a corporate style of goal setting. Corporate goal setting assigns a goal range or “targets” that everyone is striving to achieve. Setting ranges of success for goals helps define the “base line” expectation as well as the next progressive levels of success the chapter is aiming to achieve. Goals are like a map on your chapter’s success journey. They tell you where you are currently, define your ultimate destination, and show your milestones or rest stops along the way.



DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your chapter this year by place an “X” next to that menu item
- Once you’ve selected your chapter’s goals, establish a range of success for each of them using these levels as guidance:
 - Duty = Absolute lowest level of success your chapter will accept
 - Exceptional = The real goal you are seeking as a team
 - Champion = Your chapter’s “stretch goal” which would place your chapter among the DECA elite
- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year

X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Chapter Members				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region Leadership Conference				
	Attendees at Career Development Conference				
	Attendees at International Career Development Conference				
	Total Chapter Hours of School/Community Service				
	Funds Raised for School/Community Service				
	Total Number of DECA Scholarship Applications				
	Number of cumulative hours of training for members				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Entered				
	Number of Finalists at Career Development Conference				
	Number of Top 3 Winners at Career Development Conference				
	Number of Top 3 Winners at District Career Development Conference				
	Number of Finalists at District Career Development Conference				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-Awards/Finalists at ICDC				
	Number of Top Ten Winners at ICDC				

It's not about the number of goals you set. DECA success is about the number of goals you go and get!



X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	CAREER DEVELOPMENT				
	Number of Top 3 Overall Winners at ICDC				
	Number of Competition Prep Sessions Held				
	Number of Chapter Practice Competition Events Held				
	Number of Performance Indicators Studied				
X	MARKETING				
	Number of Brand New DECA Members Recruited				
	Number of Social Media messages posted				
	Number of Followers on social media				
	Number of contributions to DECA Direct				
	Number of Presentations to School/District Officials				
	Number of Community Outreach Activities				
	Number of Press Releases sent to News Media				
	Number of News Articles Covering Chapter Activities				
	Number of Visitors to Chapter Website				
X	FINANCE				
	Total Funds raised for the chapter				
	Number of Presentations to Prospective Partners				
	Number of Stakeholders Reached through Advocacy Efforts				
	Funds raised from Partners				
	Funds raised from Member Fundraising Activities				
	Funds raised from School/Community				
	Funds raised from School-based Enterprise				
X	HOSPITALITY				
	Number of Chapter Meetings Held				
	Average Attendance at Chapter Meetings				
	Number of Chapter Networking/Social Events Held				
	Number of New Members Oriented				
	Number of Chapter Outings/Excursions/Tours/Trips Held				
	Number of Meetings Participated in Online/Google Hangout/Skype				
	Number of Alumni/Professional Member Connections Made				

ELEMENT	DEFINITION
DECA MISSION AREA	The core goal areas begin with your DECA mission and positions : _____, Career Development, _____, Finance, and _____.
GOAL VISION STATEMENT	What does success “look like” for each Goal Area? See the _____ first!
EXECUTIVE TEAM LEAD(S)	Who is the team member in charge of this goal? Begins with your _____ & _____ from the DECA Executive Team
KEY PROJECT INITIATIVES	What activities and initiatives will you do to achieve your goal? The initiatives make the _____ reach success.
SUCCESS CRITERIA	How will you measure the success of this initiative? This addresses _____ and _____.
TIME FRAME	When will this action take place? This specifies both a _____ and an _____.
PROJECT LEADER(S)	Who is leading this specific project and reporting success to the _____?
DECA EPIC PROJECT MANAGEMENT PLAN	This is the process that all officers and leaders follow! Stands for _____, _____, _____, and _____.

DECA CHAPTER PROGRAM OF LEADERSHIP EXAMPLE

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

Become the source of great leadership on campus through 100% member participation in at least one DECA leadership program.

EXECUTIVE TEAM LEAD(S)

VP of Leadership

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

School Service

Visible, recognized, physical activity

December 1-15

School Service Director

Community Service

Raise at least \$1,000 for MDA

January 1-30

DECA Campaigns

All campaigns!
Dominate DECA Month

Attend Fall Leadership Conference

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM
LEAD(S)

VP of Finance

KEY PROJECT
INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

**EXECUTIVE TEAM
LEAD(S)**

**KEY PROJECT
INITIATIVES**

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

DECA EPIC PROJECTS OVERVIEW

DECA IS EPIC! Reaching epic levels as an organization does not occur because of any one major initiative. It's built on a combination of little acts of excellence throughout the entire DECA system that ushers in super success. Delivering projects and activities with intentional acts of planning, implementation, communication, and evaluation makes the mission of DECA come to life.

97% of organizations believe project management is critical to business performance and organizational success.

FORMULA FOR EPIC DECA PROJECT SUCCESS

EVALUATION x PLANNING x IMPLEMENTATION x COMMUNICATION = BE EPIC

**WHAT ARE WE DOING?
WHY ARE WE DOING IT?
WHAT'S MY ROLE?**

Communicator Andy Stanley on the Big 3 Questions for Project Leaders

DECA EPIC PROJECT SAMPLE ACTION STATEMENTS

<ul style="list-style-type: none"> Identify Team Members Determine Roles Develop Org Chart Recruit Volunteers Train Team Members Recognize Team Members Develop Transportation Plan Order Supplies Determine Food Plan for Team Setup Registration System Secure Photographer Honor Participants Reserve Dates on Calendar Research Develop Invite List Coordinate Uniforms Get Permission Slips In 	<ul style="list-style-type: none"> Determine Agenda Determine Budget Track Receipts Secure Approval Secure Permits Reserve Facility Pay Deposit Request Check for Services Identify Setup Team Identify Cleanup Team Store Documents & Files Test AV Equipment Develop Clean Music Playlist Assign Hosts & Greeters Develop Layout Plan Get Absences Pre-Approved Apply for Grant 	<ul style="list-style-type: none"> Design Creative Elements Submit Press Releases Coordinate Sign Ups Write & Practice Speeches Send Reminders Get Signage Up Develop Promo Video Recruit Sponsors/Partners Develop Social Media Plan Develop Media Message Brief Team on Logistics Final Project Debrief Develop Report Send Handwritten Thanks Article to DECA Direct Apply for Recognition Celebrate Wildly!
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DECA EPIC PROJECTS BREAK IT DOWN

PROJECT PHASE	KEY QUESTIONS FOR LEADERS
<p>PROJECT INITIATION - [WHAT ARE WE DOING?] Identify which element(s) of DECA's mission the project will advance. If your team has aligned officer positions with DECA's mission, you will easily be able to identify the officers who should be project leaders. Great project identify a deadline for completion as well as a start line to begin. Identify members or teams who will be involved and impacted.</p> <p>EPIC DECA projects involve seeing the vision of what could be in advance and identifying key goals (refer to the DECA Goals Dashboard) that will be attained and who will own the project.</p>	<ul style="list-style-type: none"> • Who owns this project? • When do we start? • When is it over? • What do we believe is possible? • When do we finish? • What action steps are required? • Why is this important to DECA? • Who needs to be involved in the approval process?
<p>EVALUATION [BEGIN WITH THE END IN MIND] Evaluation is where ideas turn from concepts to projects. Once a project idea is approved, define what success looks like. DECA leaders look out into the future, identify what they are trying to achieve and describe the performance measures. Once the project is completed, leaders LOOK at the project process and actual results.</p> <p>Evaluating projects before and after while observing and seeking learning opportunities differentiates DECA officers from other student leaders.</p>	<ul style="list-style-type: none"> • What does success look like if this project is properly executed? • What did you observe while the project was underway? • What would you repeat and/or fix in the future? • Did we hit the mark? • Who do we share with? When?
<p>PLANNING [SEE THE FUTURE IN DETAIL] EPIC DECA Projects are dreams with doables and deadlines. A Bull Survey reports that 39% of failed projects were due to lack of planning. Defining the customer and what they consider value is vital in planning. Determining the project leader and securing expertise and experience are key ingredients. Projects require leadership, training, resources, and approvals/support to be epic. Identifying obstacles and scheduling conflicts is key.</p>	<ul style="list-style-type: none"> • Who is the customer? • What do customers value? • Who needs to buy in and support this project? • Who is involved and how do we coordinate? • What training is necessary? • Who needs to approve this project? • What budget and resources are necessary?
<p>IMPLEMENTATION [3..2..1...LAUNCH!] Work work work until all your work is done! Delegation, training, and monitoring is happening. Setup and logistics are underway. Stakeholder involvement and/or updates are occurring. Backup plans, alternative action, or adjustments may be necessary. Regular reports share project status, modifications, and forecasts. Underestimation of project complexity is a factor in 35% of project shortfalls according to IBM. Managing implementation closely is the key job of EPIC DECA leaders!</p>	<ul style="list-style-type: none"> • When and what will you report to whom? • What support do team members need? • How are you monitoring and following up? • What adjustments are necessary? • Who is the backup? • Who are we apprenticing to lead next time? • Are we on track?
<p>COMMUNICATION [BRINGING TOGETHER] The root word of communication is "commune" meaning "bring together." The leading cause of failed projects is poor communication. According to a Bull study, 57% projects fail to bring people together to turn potential into reality.</p> <p>EPIC DECA leaders are skilled at selecting the right message (refer to Crazy 8 Communication). They are organized and disciplined to deliver key messages at the right time, to the right people, using the right medium (e.g. presentation, letter, visit, proposal, social media, etc.).</p>	<ul style="list-style-type: none"> • Who do we notify and invite? • What's the best communication medium? • Who can craft messages people care about? • Who do we engage? • What's the media angle?

EPIC DECA PROJECT PLANNING WORKSHEET

PROJECT INITIATION

Project Name		Start Line	
DECA Mission Area		Deadline	
DECA Goal(s)		Approver	
Vision	Project Leader(s)		

Action Items	Due	Leader	Backup/Apprentice
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EVALUATION

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PLANNING

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IMPLEMENTATION

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COMMUNICATION

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EPIC DECA PROJECT PLANNING WORKSHEET

PROJECT INITIATION

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EVALUATION

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PLANNING

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IMPLEMENTATION

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COMMUNICATION

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EPIC DECA PROJECT PLANNING WORKSHEET

PROJECT INITIATION

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Action Items	Due	Leader	Backup/Apprentice
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EVALUATION

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PLANNING

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IMPLEMENTATION

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COMMUNICATION

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DECA LEADERSHIP TOOLS

DECA
**EMERGING
LEADER**
SERIES



DIAMOND FUNDRAISING MODEL

Just like businesses with financial growth plans, DECA chapters also need to create financial plans that support forecasted expenses, identify possible revenue sources, and diversifies access to financial resources. Unleash your fundraising potential and learn valuable business financial principles through the DECA Diamond Fundraising model!

DIAMOND FUNDRAISING MODEL

WHAT IS THE DECA DIAMOND FUNDRAISING MODEL?

The DECA Diamond Fundraising Model is the formula for an effective chapter fundraising plan. Having a plan is important because it defines direction, changes the shift from “reactive” fundraising to “proactive” fundraising, and encourages involvement by the entire chapter. The model includes four areas that make up the fundraising mix: local advocacy, partnerships, personal selling, and events and activities. A fundraising plan that incorporates all four areas ensures diversity and creativity in the ways funds and resources are raised for the chapter.



DIAMOND FUNDRAISING MODEL



DETERMINING YOUR DIAMOND FUNDRAISING MIX

Instructions: Complete the fundraising mix exercise. Use this worksheet to estimate financial figures and help guide your chapter in the first phase of fund development planning. A more detailed fundraising mix and budget may be prepared with your local chapter and advisor using historical financial figures for a more accurate budget for the upcoming year.

STEP 1: EXPENSES—How much does your chapter need to raise?


TOTAL EXPENSES

STEP 2: REVENUE—Chapter Income Strategies



PERSONAL SELLING

Membership Dues	\$ _____
Member/Family/Parent Contributions	\$ _____
School-Based Enterprises	\$ _____
DECA Partner/Vendor Fundraisers	\$ _____



LOCAL ADVOCACY

School Support	\$ _____
Grants	\$ _____



PARTNERSHIPS

Advertisements/Promotions	\$ _____
In-Kind Contributions	\$ _____
Contributions from Industry Sponsors	\$ _____



EVENTS + ACTIVITIES

Incentive/Top Performance Activities	\$ _____
Special Events	\$ _____

TOTAL REVENUE \$ _____


NET INCOME

The Bottom Line! In finance, calculating net income, also known as the bottom line or profit margin, is one metric used to measure financial success of a business. DECA chapters model business financial measures by creating chapter budgets and identifying the bottom line by using the net income formula: Revenue - Expenses = Profit Loss.

DIAMOND FUNDRAISING FACTORS

When considering a revenue strategy, it is beneficial to think through how all factors come into play. This will help determine the fundraising activities and strategies that are the best fit for your school, chapter, and members.



LOCAL ADVOCACY STRATEGY

TIP #1	TIP #2	TIP #3	
Promote contributions your DECA chapter makes to the community.	Communicate consistent, positive, and timely DECA branded messages.	Send thank you letter and picture of your chapter to policy makers.	
IDEAS AND RESOURCES			
FUNDRAISING FACTORS			
MEMBERS REQUIRED	Crew of few	Meet in the middle	All hands on deck
DEGREE OF DIFFICULTY	So easy a caveman can do it!	Great members can do it!	Great leaders can do it!
START UP CAPITAL NEEDED	Little to none	Moderate	Significant
TIME HORIZON	Immediate return	Mid-term return	Long-term return
FUN FACTOR	Boring	Bliss	Blockbuster
PAYOFF POTENTIAL	Bronze	Silver	Gold



PERSONAL SELLING STRATEGY

TIP #1	TIP #2	TIP #3	
Revisit “old-school” favorites with a “creative twist.”	Check the calendar and ensure school approval.	Consider your competition—be unique!	
IDEAS AND RESOURCES			
FUNDRAISING FACTORS			
MEMBERS REQUIRED	Crew of few	Meet in the middle	All hands on deck
DEGREE OF DIFFICULTY	So easy a caveman can do it!	Great members can do it!	Great leaders can do it!
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FUN FACTOR	Boring	Bliss	Blockbuster
PAYOFF POTENTIAL	Bronze	Silver	Gold

DIAMOND FUNDRAISING FACTORS

PARTNERSHIP STRATEGY

TIP #1
Demonstrate credibility.

TIP #2
Understand the needs of your
target partners.

TIP #3
Identify your network and make
the invitation.

IDEAS AND RESOURCES

FUNDRAISING FACTORS

MEMBERS REQUIRED	Crew of few	Meet in the middle	All hands on deck
DEGREE OF DIFFICULTY	So easy a caveman can do it!	Great members can do it!	Great leaders can do it!
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FUN FACTOR	Boring	Bliss	Blockbuster
PAYOFF POTENTIAL	Bronze	Silver	Gold

EVENTS AND ACTIVITIES STRATEGY

TIP #1
Plan ahead.

TIP #2
Work together as a team.

TIP #3
Get educated about DECA incentive
programs and activities.

IDEAS AND RESOURCES

FUNDRAISING FACTORS

MEMBERS REQUIRED	Crew of few	Meet in the middle	All hands on deck
DEGREE OF DIFFICULTY	So easy a caveman can do it!	Great members can do it!	Great leaders can do it!
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GET CONNECTED
www.decadirect.org



DECA STRATEGIC COMMUNICATIONS PLAN

TOP TEN SOCIAL MEDIA SUPPORT RESOURCES

1. **Hootsuite** – Schedule content across Facebook, Twitter and more using one simple, free service. Use this to post up a week or month’s worth of updates on a schedule instead of having to post individual updates every day, as well as to manage multiple accounts.
2. **Twitter Counter** – See the statistics of follower growth for Twitter accounts through this social media analytics tool.
3. **Studio** (for simple layout/design) – What Instagram did for photography, Studio does for layout and design. Add layers to your photos to add a creative, design twist to your images.
4. **Paint.NET** – Free and powerful program for editing photos for social media on your computer, offering you many more options than a program like MS Paint, but easier to use than Photoshop.
5. **Gramblr** – Want to post an Instagram photo to your account, but you don’t have the photo on your phone? Gramblr is a free service which allows you to post photos from your computer.
6. **Rollip** – Before you post that photo on Gramblr, use this additional free service to add filters and effects to photos before you post them.
7. **Bitly** – Twitter will automatically shorten your links for you, but Bitly will let you customize the URL people click on as well as track how many people click on the link, all for free.
8. **Facebook Insights** – Facebook continues to offer all kinds of insights about your organization’s Facebook page, including number of likes, number of people reached, and number of people engaged. Use these numbers to figure out which content works best for interacting with your members!
9. **Google Analytics** – Similar to Facebook Insights, use Google Analytics to track the number of people who are visiting your website or clicking on each page to see which content gets people most excited.
10. **Google Alerts** – Set up a free alert every time someone posts up an article containing a key word, including “DECA”, your organization’s name, or anything else, and this service will email you with a link to see what people are saying.

MONTHLY SOCIAL MEDIA PLAN

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FOLLOWERS				
   	   	   	   	   
FEBRUARY	MARCH	APRIL	MAY	JUNE
FOLLOWERS				
   	   	   	   	   

JANUARY

COOL IDEAS AUGUST THROUGH OCTOBER

Membership Madness – Focus on building your chapter up with new student, professional and alumni members.

- **Social Media Raffles** – Give away awesome prizes to people who follow you on social media by letting them enter a raffle by liking, sharing, retweeting, or otherwise engaging with your social media. Write the names down on pieces of paper, draw a winner, and announce it over social media!
- **New Member Spotlight** – When a new member pays their dues, highlight them on social media with their photo and the reason they joined DECA. People love the thrill of seeing themselves promoted!
- **Chapter Meeting Videos** – Show your audience the excitement of your chapter meetings by posting videos of the highlights on YouTube or Vine and sharing them with others who might be interested in joining!

NOVEMBER THROUGH JANUARY

DECA Month/Chartered Association Conference Preparation

- **DECA Campaign Highlights** – You're already doing awesome work in your chapter to qualify for the Membership, Promotional, Community Service and Global Entrepreneurship Week Campaigns, so make sure to highlight your activities on social media with an appropriate hashtag so others can see your great work.
- **Share Conference Excitement** – Start posting photos and videos from last year's Chartered Association and International Career Development Conferences to get people excited for competition preparation.
- **Spotlight on Success** – As your members reach milestones in their competitive event preparations, praise them on social media so they can feel the thrill of recognition and others can see the hard work they're putting in.



JULY

FEBRUARY THROUGH APRIL

Conferences, Conferences, Conferences!

- **Celebrate Your Victories, LIVE** – Post live updates from your Chartered Association and International Career Development Conference showing in real time the fun you had and the victories you achieved. Individual shout outs for winners are especially cool!
- **Capture the Memories** – Remember to not just send out social media content with your current audience in mind, but to document moments that you can use to highlight in membership recruitment efforts at the beginning of the year.
- **Social Media Prizes** – Give opportunities for people who AREN'T attending the conferences to win prizes or recognition for interacting with your social media outlets during conferences. The 10th person to "like" a status could win a free chapter t-shirt, for example.

MAY THROUGH JULY

Celebrate Your Accomplishments

- **Recognize Your Supporters** – Focus on giving special attention on social media to any donors, professional or alumni members, and business partners who helped you reach success this year.
- **Party and Promote** – Have an end-of-the-year chapter banquet and share the coolest moments on social media for everyone to see the excitement in your chapter.
- **Start Building for Next Year** – Share the new DECA theme with your audience, start thinking of new ways to incorporate it into your efforts, and start planning before school is out for your social media efforts during the summer. If you're looking for great content to share during the summer, check out DECA Direct!



WEEKLY CALENDAR

#MotivationalMonday	#TipTuesday	#WeLoveWednesday	#ThrowbackThursday	#FanFriday



DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

As in the global economy, a spark of competition drives DECA members to excel and improve their performance. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school. The potential for travel, recognition and awards for learning classroom content through DECA's competitive events is a tremendous motivator — not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement.

The DECA Competitive Events Super Success System is designed to help chapters formulate a monthly competitive events preparation plan to take your members' performance from good to great! Hopefully, DECA will see your selfies with a trophy on stage at your local, regional, association conferences and maybe even the International Career Development Conference!

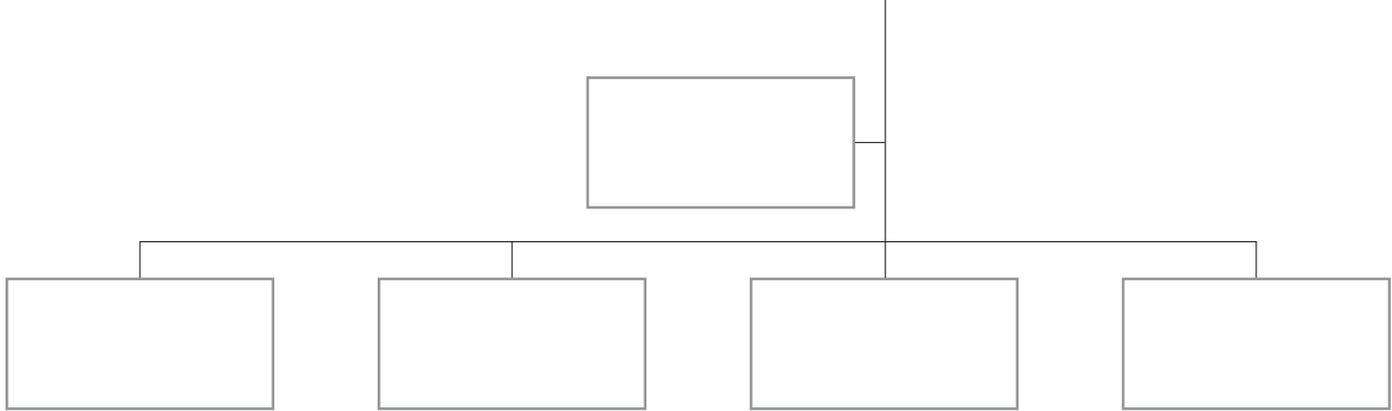
DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM



SHARE	SPIRIT	STRATEGY	SUCCESS	SURVEY
Share DECA's competitive events and what qualities generate success in them.	Get your members excited and help them understand why competition - and winning - is awesome!	Give your members the tools and strategies they need to succeed, from study materials to personalized feedback.	Recognize the successes in your chapter, from completing a practice exam to winning at ICDC!	Evaluate your members and DECA Executive Team to figure out what works and what can be improved.

MY CHAPTER COMPETITION STRUCTURE

 VP of Career Development



MY CHAPTER'S MONTHLY COMPETITION PLAN

SCHEDULE

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY
					
FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
					

DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

SELECTION	STRENGTHS & WEAKNESSES	SKILLS
 <p>How do you select a competitive event? FACTORS TO CONSIDER:</p>	 <p>How do you assess talents and opportunities? FACTORS TO CONSIDER:</p>	 <p>How do you help people develop their skills? FACTORS TO CONSIDER:</p>
STANDARDS	STUDENT-LED STUDY GROUPS	SIMULATIONS & SCENARIOS
 <p>What are your chapter's expectations for competitors? FACTORS TO CONSIDER:</p>	 <p>How do you help each other to succeed? FACTORS TO CONSIDER:</p>	 <p>How do you simulate real competition? FACTORS TO CONSIDER:</p>

*Helping
members*

*in their
competitive
events*

*Helping
members*

*the right
competition fit*

DECA COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

SUPER SETS

10 WEEKS OUT

9 WEEKS OUT

8 WEEKS OUT

7 WEEKS OUT

6 WEEKS OUT

5 WEEKS OUT

4 WEEKS OUT

3 WEEKS OUT

2 WEEKS OUT

1 WEEK OUT

SCORESHEETS



What do competitors need to know about competition scoring?

FACTORS TO CONSIDER:

STRESS MANAGEMENT



How do you help members turn stress into positive pressure?

FACTORS TO CONSIDER:

SUCCESS STORIES IN THE NEWS



How will you celebrate and share success?

FACTORS TO CONSIDER:



ACCOUNTABILITY + PRODUCTIVITY TOOLS

No doubt about it. We are busy leaders. In the time it took you to read this sentence, over 20 million emails were written. And, that number is expected to double by 2018! The average teen receives more than 100 text messages per day. And, that does not include notifications from Facebook, Snapchat, Instagram and other social media. A UC Irvine study reported that on average we go no longer than four minutes without being interrupted. And, once interrupted it can take us 30 seconds to several minutes to get back on track.

If you like most leaders, the act of planning, using your skill, and even giving excellent delivery on a single task is not the daily issue you face. The real challenge for leaders is managing multiple challenges, opportunities, and projects coming at them at once. Emerging leaders who are service minded are helpful and effective. And, when you're effective and helpful, it seems there is no end to the needs you see to make a difference nor the list of issues people will bring you to solve.

Becoming a great leader, let alone being a leader of leaders, takes development of accountability and productivity. DECA has provided you with some proven productivity and accountability hacks to help you lead better, manage more, and be more accountable.

10 POWER TIPS FOR PRODUCTIVE DECA LEADERS

1. According to studies done at TRI Leadership Resources, there are 4 key ways to get better time and productivity: _____ MORE, _____ LESS, _____ TO DO MORE, _____ TO DO LESS. Training, skill, discipline, yes/no management, clarity, happiness, incentive, delegation, and reducing negativity and distraction are the key tools leaders use personally and with their team to get ahead and stay ahead.
2. If you have more than _____ priorities, you have no priorities. Get those priorities completed. Then, you can line up your next set of priorities to get done.
3. Conflict resolution vacuums air. Text messaging or email is only _____% effective at resolving conflict. When you have a personal issue with someone _____ is 95% effective at helping you resolve conflict.
4. _____ % of email is read on a mobile device. Start your emails with a solid subject line. Use the terminology, "The purpose of this email is to..." so the reader can easily find the email purpose. Next outline your request or action needed (use please and thank you!). Then if additional support material or background information is needed, add it below the purpose and action elements of your email for reference.
5. Turn off as many notifications and alerts as you can personally handle on your technology. It will reduce distractions and save your mobile device battery.
6. Ensure your DECA Officer Team has a strong leader from each of the _____ Major Leadership Styles. Your team will encounter a number of tasks and challenges ideally suited to one of the DECA Major Leadership Styles. Delegate to the leader who has a natural strength and passion in this area. They'll get it done faster.
7. Multi-tasking is a _____. Your mind can only actually pay attention to one thing at a time. Studies show those who attempt to multi-task are actually less efficient.
8. If thoughts and ideas are _____, they are in the wrong place. Reduce forgetfulness, frustration and mind overload by using online or cloud-based _____.
9. Learn and use the short cuts for your computer keyboard, smart phone and mobile devices. A bunch of little advantages and time savers can add up!
10. _____ minutes is the optimal time your body and mind can go full speed without a break. Trying to work straight through without a break makes you less effective. Schedule time with yourself to concentrate on DECA, visit DECA Direct, rest, and get your projects done without interruption.

TOP ONLINE TOOLS FOR DECA PROJECT MANAGEMENT



TOP ONLINE TOOLS TEAM COMMUNICATIONS



PROFESSIONALISM TOOLS

Within _____ seconds of meeting someone, they form _____ impressions about you and the organization you represent.

MAKING INTRODUCTIONS

1. START STRONG

- Introduce two people as soon as you can
- Be cautious not to interrupt a conversation
- Find the opening and give others a strong start

2. DETERMINE THE RESPECT RANK

- Ladies and gentlemen (unless the man is significantly older)
- Great age before great youth
- Relatives before friends
- Leadership before membership (e.g. association officer to chapter officer)
- Customer (e.g. prospective member or DECA partner) to colleague (e.g. officer)
- Longest relationship before newest relationship

When Equal: The person you don't know well to the person you do know well

In Business: Rank before gender

3. STAY STRONG

- State the name of person with highest rank
- Then present the person of lower rank

Example: "Dad, I'd like you to meet Annabelle, our DECA chapter president."

Example: "Mr. Old, I'd like you to meet Madelyn Young."

4. GROW STRONG

- Context to launch conversation
- Provide the connecting thread
- Queue up common ground

Example: "Sarah (Association President), I'd like you to meet Luca Richards, our DECA VP of Hospitality. He's the one who has done a great job of leading our huge membership increase this year."

REMEMBER NAMES

Everyone loves the sound of their own name, but everyone also struggles to remember names. Make the effort to remember names by listening to the name when it's said and perhaps repeating the name out loud. If you are able to associate the name with something memorable, this is also a technique to help you remember.

PROFESSIONAL DRESS



DECA BUSINESS CASUAL

This is looking your DECA best WITHOUT the blazer and tie. That means casual slacks or khakis, a button-down shirt or polo, dress socks and casual shoes (*your shoes and socks should NEVER be anything you would wear to go running or play sports*).

TIP: Wrinkles are the worst! Of course you can iron, but also invest in patterned collared shirts and wrinkle releaser spray to minimize wrinkles. Traveling with your clothes in a garment bag or with a plastic bag from the dry cleaners also helps.



DECA PROFESSIONAL

This is your chance to rock the blazer and look your DECA best! In addition to your DECA blazer, you'll also want to wear dress slacks (*grey or khaki are your best bets - stay away from black!*), collared dress shirt and necktie. No white socks! Shoes and belts should always match.

TIP: Even the finest business clothes won't look good if they don't fit! Go to a tailor (*like our DECA partners at Men's Wearhouse*) to get your measurements. If you've got a slim build, always buy the "slim fit" version of your clothes. You'll look sharper no matter what the brand!



DECA BUSINESS CASUAL

Business casual is crisp, neat and professional. Even though described as "casual," this doesn't mean jeans or your gym shoes! Females should wear casual slacks with a coordinating blouse or shirt with business casual shoes.

TIP: Keep it covered, keep it neutral, keep it classic. When choosing a business casual outfit, dress professionally as if you're going to meet your future in-laws, not go out to a party or night club.



DECA PROFESSIONAL

Just because you'll be wearing the same blazer as everyone else, doesn't mean you can't find an outfit that best fits you to accompany your DECA blazer. Females can wear a business dress or a dress blouse with coordinating dress skirt/slacks. And if you ask Cinderella or Dorothy from Oz, they will be sure to mention professional shoes to match.

TIP: Incorporate color and professional accessories! This is a great way to represent DECA, but with your own personality and style.

GROOMING TIPS



TRAVEL TIPS



ACCESSORIES TIPS



RECOMMENDED PROFESSIONALISM RESOURCES





THE SPOTLIGHT

Representing the Blazer means being your DECA best in all situations. The important thing to remember is whether you're speaking at your chartered association's conference or simply meeting a group of members, people are always watching your behavior as a model of leadership for the organization. In short, **YOU ARE ALWAYS ON STAGE!** Make sure that your actions at all times represent that responsibility.

Here are some tips for minding your mingle and representing the blazer in social situations.

- **Mind Your _____**
In a room full of members and potential partners, you should always be making a conscious effort to meet as many people as possible. Remember that as a leader in DECA, many younger members look up to you as a role model, and many potential partners see you as a representative of your chapter. Your engagement with them gives them a connection to the chapter and makes them feel important.
- **Mind Your _____**
Remember that your body language is even more important to your message than the words you're saying. Give a firm (but not painful!) handshake, make persistent (but not uncomfortable!) eye contact, and keep your stance open and your hands out of your pockets.
- **Mind Your _____**
Keep your conversation positive, friendly, and uncontroversial. Remember that many people will be in awe of you as a chapter leader, so you may need to guide the conversation. The easiest way to do this is to ask open-ended questions about the person you're interacting with. Questions that end with "yes" or "no" or simple answers kill conversation – get them talking about parts of their lives, and maintain the conversation with rapt attention and follow-up questions.
- **Mind Your _____**
If you're looking to continue a relationship with a member or partner, take the initiative to set up future times to interact. This means sharing business cards, inviting them to future events, or scheduling a time to chat again.
- **Mind Your _____**
Remember the reason that you're having the conversation! Small talk can be awkward, but you're working to make people feel more connected to DECA, and to feel excited to support your organization. Keep the end goal in mind, and it can help guide all of your conversations to productive and meaningful outcomes.

I AM DECA

SHARING YOUR DECA STORY

Example

"Hello! I'm Charlie Brown from Peanuts DECA in Great Pumpkin, Minnesota where I get to serve as the Vice President of Finance.

DECA is an awesome association of emerging leaders and entrepreneurs preparing for careers in marketing, finance, hospitality and management.

I love DECA because of the exciting Careers Pathway Conferences they host each year like the New York Experience.

My career objective is to become an investment banker.

My goal this year is to be an international finalist in DECA's Financial Services competitive event. After that my plan is to attend Charles Schultz University and major in finance. Financial Services is just one of more than 50 competitive events in DECA's Comprehensive Learning Program. I invite you visit www.deca.org to see all of the great opportunities DECA has for emerging leaders and entrepreneurs."

I AM	+	DECA
<p>Write your story below! Start with a warm greeting and state your name, DECA position, chapter and location. Then follow the "DECA" model to share your story!</p>		<p>DESCRIBE DECA [e.g. Mission]</p>
		<p>EXCITED ABOUT... [How has DECA positively impacted your life?]</p>
		<p>CAREER INTEREST AREA... [What's your career objective?]</p>
		<p>ACHIEVEMENT ACTION GOAL [Share your goal in DECA this year]</p>

4 KEYS TO YOUR DECA STORY...

D _____

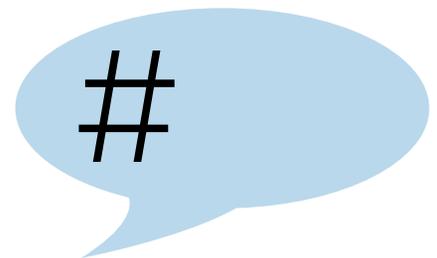
E _____

C _____

A _____

WHAT THE AUDIENCE NEEDS...

Number of Times to Practice to Reach Elite Delivery Level





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