



BUSINESS MANAGEMENT SAMPLE ROLE PLAY 3

Disclaimer: This is a sample role play of what a competitor will find in this competition. To view the official guidelines, visit the Competition page of the national website at www.fbla.org.

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. You and your team from Casey's Consulting, a fast growing consulting agency in Atlanta, GA have been tasked with a multi-layer project for a national executive staffing firm.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

PERFORMANCE INDICATORS

- Select logical actions to be taken and present them with the positive and negative aspects of these actions
- Demonstrate rationale/reasoning for each recommendation made and potential anticipated results
- Exhibit good decision-making and problem-solving skills
- Use appropriate business language
- Present well-organized thoughts and statements
- Demonstrate ability to effectively address the given situation and effectively answer questions

ROLE PLAY SITUATION

Casey's Consulting (competitors), a fast growing consulting agency in Atlanta, GA have been tasked with a multi-layer project for a national executive staffing firm. Your consulting firm team specializes in analyzing existing business management structures and assists with effective communications, increased productivity of systems, development of successful management strategies, and creation of top to bottom business philosophies within an organization.

Your team has been contracted by a large national executive staffing agency and tasked with a three month long project that will include reviewing the current management structure, cataloging systems being used within the company, and surveying the current morale and capabilities of the management staff.

Your team has already conducted an initial interview with management staff (judges). You have found the management team does not trust one another. Your interviews determined a deficiency in communications between management, an outdated catalog system, and a very negative work environment for all staff members, top to bottom. The one lone positive was that management does realize there are problems and are willing to make the necessary changes.

Your goal is to present a three year plan for how you will address each of the deficiencies as a part of the contract. You will also need to provide a predetermined list of theories and general recommendations related to each.

THINGS TO CONSIDER

You will present your recommendations to the board members and current management team. All members will be very resistant to recommendations that single out one person over another so all recommendations should be general to the entire company.

You must address the following in your presentation

- SWOT Analysis
- What the scenario is and the scope involved
- Present potential theories of management styles that may be beneficial in this situation
- A plan (verbal is okay for presentation) of how to implement your recommendations
- A communications plan for the management team
- Hierarchy of accountability
- Examples of successful catalog systems for staffing agencies