



PRESENTING YOURSELF 101

WELCOME!



- Check out UW DECA on Facebook, Insta
- In House Conference November 4th – any questions?
- Today:
 - Presenting a DECA Case
 - Self-Presentation
 - Networking Tips
 - Resumes & Cover Letters – A Brief Look
 - Other Tips
 - Open Floor

uMessenger
Today 4:10 PM

Hey Graphics team, can you make a poster for the UW DECA In-House Competition?

Sure! Send the details.

It's on November 4, 2018 @ Hagey Hall (SAF) from 9:30 AM to 4:30 PM.

The Dress Code is Business Formal.

Workshops will be hosted by [RBC](#) and [KPMG](#), so be ready to learn from industry!

We have 7 unique new case categories this year, ranging from tech to healthcare.

We also have Bao Sandwich Bar Catering.

Alright, it's done!

See you there!

uwdeca.com

- Remember to bring blank paper, writing utensils, calculators, business cards, etc.

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RECAP: CRACKING THE CASE



1. Know Your Constraints
2. Understand the Performance Indicators
3. Read Your Case (& Exhibits!)
4. Organize Yourself
5. Develop Your Solution
6. Present Your Solution

PRESENTING YOUR SOLUTION



Your role	Objective	Performance Indicator 1	PI 2
Judge's role			
PI 3	PI 4	PI 5	Notes

- All UW DECA In House Cases have 5 Pis
- You will have 18 minutes to review information + develop your solution
- Then 8 minutes to present your case and 2 minutes of Q&A with your judges

TWO (COMMON) WAYS TO GO ABOUT IT

1. Present your paper – the method shown on the last slide, spend a minute or so on each box and then a summation/recommendations
2. Give a more holistic approach – more seamless but also more difficult to achieve in the time frame, takes practice

REMEMBER:



- First and last sentences/paras will generally give you your basic information
- Link back to case facts wherever possible
- Deliver in threes – organization and memorability
- Include visuals where possible
- The roleplay aspect begins the moment you step out of the room and doesn't end till you leave
- Know your audience and tailor your speech accordingly

ANSWERING QUESTIONS



- Don't be afraid to ask for a moment to compose your thoughts – this looks really good on you
- Avoid BS'ing – to some degree you'll need to do it
- These questions will be the same for every team
 - However, if you answer the question preemptively in your presentation, the judge will not ask you the question
 - Being asked no questions is a good thing – means your answer was comprehensive

GENERAL FORMAT



- 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!**
- STEP 5: Determine the advantages and disadvantages
Costs, timeline, risks
- STEP 6: Closing statement and follow-up meeting/suggestions

GENERAL TIPS



- Don't reference the performance indicators as performance indicators – stay in character
- What do I do if I don't know what something means?
 - Your best, really
 - Don't shy away from it – best to address it outright than skip it
- Be confident!

PRESENTING YOURSELF



- If you wouldn't wear it to a job interview, don't wear it to DECA – professionalism is key
- Keep track of the minutia – smile, work on your handshake, etc.
- Always put your best foot forward
- Make sure your information is correct and consistent across platforms and media
 - Notes on social media

NETWORKING



- Don't be an attention hog, don't shut others down – what does this say about your ability to work with others?
- Business cards – the simpler the better
- Be yourself – don't be fake
- Bring a friend if you're nervous – the right chemistry, someone who builds you up (careful about perceived tag teaming)

NETWORKING



- Keep cost-benefit in mind
- Breadth over depth is key sometimes – speak to people at all levels of an organization
- Mind your details – make sure all components of your personal profile are on point
- Consider: what is the message I’m trying to send here? Why should an employer hire you?
- Diversify yourself – no one wants a one trick pony

NETWORKING



- Follow up is key – but don't do it if
 - A) You didn't really make a meaningful connection with people
 - B) You're sending a generic message to every single person you met
- Be aware of how you're coming off
 - People have separate personal and professional emails for a reason
 - Don't write an essay – recruiters receive high volumes of emails

NETWORKING



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 - People have separate personal and professional emails for a reason
 - Don't write an essay – recruiters receive high volumes of emails
 - Write a sound email

RESUMES AND COVER LETTERS



- Stay on brand – your format, your length, your presentation should all be consistent with the field you're applying to
- This is your foot in the door – follow through is key
- Don't make misrepresentations
- Convey growth, achievements and results
- Your cover letter is your opener – essay format, address any points of concern

OTHER TIPS



- Be the complete package
- Take every opportunity to improve yourself and foster more meaningful connections
- Globalization in your experiences and perspectives is more and more important everyday
- Learn how to answer questions! Super important skill in DECA, in class, in the workplace



QUESTIONS?

Email: maha.khan@uwdeca.com

Message our Facebook page



SAMPLE CASE