

# 2023-24 Competitive Events Guidelines



## Business Etiquette

Business Etiquette provides members with the opportunity to demonstrate knowledge around competencies in business etiquette. This competitive event consists of an objective test. It aims to inspire members to learn about the expectations of social and business behavior, practices, and conduct.

### Event Overview

**Division:** Middle School

**Event Type:** Individual

**Event Category:** Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

**Objective Test Time:** 30 minutes

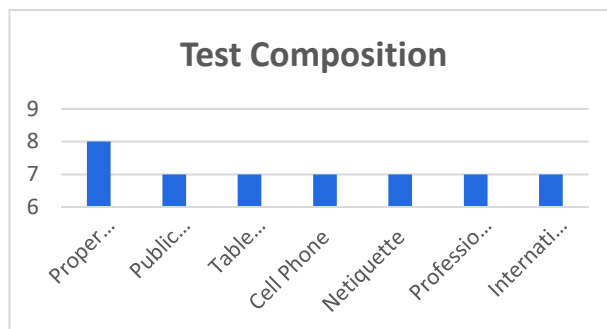
**NACE Connections:** Career & Self-Development

**Equipment Competitor Must Provide:** Pencil

**Equipment FBLA Provides:** One piece of scratch paper per competitor

### Competencies

- Proper Introductions and Direct Eye Contact
- Public Speaking
- Table Manners and Dining Decorum
- Cell Phone Etiquette
- Netiquette
- Professionalism
- International Customs and Etiquette



### State

Testing will take place prior to the conference. Check the Call to Conference for any specific competitive events information and deadlines.

### National

#### *Policy and Procedures Manual*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on [www.fbla.org](http://www.fbla.org).

#### *Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

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- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (Annual Chapter Activities Presentation or Community Service Presentation).
- If competitors are late for an objective test, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Competitive events start in the morning before the Opening Session of the NLC.

### *Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

### *Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.

### *Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

### *Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

### *Penalty Points*

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

### *Electronic Devices*

- All electronic devices such as cell phones and smart watches must be turned off before competition begins.

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### Study Guide: Competencies and Tasks

- A. Proper Introductions and Direct Eye Contact
  - 1. Describe how a professional handshake is still the professional standard.
  - 2. Explain the importance of direct eye contact.
  - 3. Explain situations when handshakes are not appropriate (illness, pandemic)
  - 4. Define the importance of active listening when meeting another person.
  - 5. Show respect by learning and remembering names quickly.
  - 6. Explain the power of a first impression.
  - 7. Avoid making value judgements about people you meet.
  - 8. Respect people's personal space.
  - 9. Explain the importance of self-assessment to improve the first impressions you make.
  - 10. Explain why the initial introduction is not a time to pursue a sale.
  - 11. Explain the importance of choosing words wisely to make a positive first impression.
  - 12. Avoid discussing politics and religion.
  - 13. Explain the power of saying please and thank you.
  - 14. Acknowledge others and when in doubt, introduce people to others at the event.
  - 15. Explain how business card pushing can be a turn off to other people.
- B. Public Speaking
  - 1. Select a topic that is appropriate for the audience and the occasion.
  - 2. Explain the importance of an engaging introduction that orients the audience to the topic.
  - 3. Describe the value of clear main points for a speech.
  - 4. Locate compelling supporting materials to validate the speech.
  - 5. Explain why the conclusion/closure is so important in a speech.
  - 6. Define clear, vivid language and the importance of selecting the correct words for a speech.
  - 7. Demonstrate a careful choice of words to emphasize the main points of a speech.
  - 8. Use suitable vocal expression to engage the audience.
  - 9. Explain the importance of audience engagement for a speech.
  - 10. Demonstrate nonverbal behavior that supports the verbal message.
  - 11. Successfully adapt the presentation/speech to the audience.
  - 12. Describe visual aids that enhance a speech.
  - 13. Define how convincing persuasion is supported by credible evidence.
  - 14. Explain how the speaker's appearance and attitude impact the audience.
  - 15. Define the importance of an effective conclusion for a speech.
- C. Table Manners and Dining Decorum
  - 1. Explain the importance of table manners and dining decorum.
  - 2. Explain the importance of arriving on time for a meal.
  - 3. Describe the importance of making reservations at a restaurant.
  - 4. Describe the proper business dining etiquette place settings.
  - 5. Explain the importance of the table place setting and the need to keep personal belongings off the dining table.
  - 6. Describe the order of utensils in the dining place setting and where to place utensils when they have been used.
  - 7. Explain rules for passing food and condiments around the dining table.
  - 8. Explain the difference between continental and American eating styles.
  - 9. Explain the appropriate procedure for ordering food at a luncheon or dinner where you are the guest.

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10. Describe food choices that are easier to consume professionally at a business luncheon or dinner.
  11. Explain appropriate cell phone etiquette for business lunch or dinner.
  12. Define proper posture and manners for a business lunch or dinner.
  13. Explain the proper use of utensils at the dining table.
  14. Explain proper eating habits (waiting for the host to start, pacing your meal to finish at the same time as everyone else).
  15. Explain the proper use of a napkin at the dining table.
  16. Explain the proper technique for cutting meat and salad.
  17. Describe distracting mannerisms at the dining table (crunching ice, using napkin to blow your nose, talking with your mouth full).
  18. Explain the proper way to eat soup.
  19. Calculate the appropriate tip for moderate and excellent service.
  20. Know in advance how the restaurant bill is being paid.
  21. Explain how to break and butter bread and rolls.
  22. Describe how to use technology in a professional manner.
- D. Cell Phone Etiquette
1. Explain the importance of giving full attention to the other person/group on the cell phone.
  2. Define workplace etiquette for using a cell phone.
  3. Define the importance of putting your cell phone away at work and not in your lap.
  4. Explain why the workplace is not the right place to make personal calls on the cell phone.
  5. Describe how your cell phone ringtone impacts your personal image.
  6. Make sure your backdrop is appropriate for Zoom, TEM, and other group meetings.
  7. Describe rules for speaking and listening on group telephone/computer calls.
  8. Describe appropriate and inappropriate information to share on a telephone call.
  9. Explain the importance of placing the cell phone on silence during business meetings.
  10. Describe how improper cell phone etiquette can have a negative impact on a person's professional career.
- E. Netiquette
1. Realize that individuals using the internet are humans who will react emotionally to messages sent.
  2. Know where you are in cyberspace and the consequences of being on inappropriate websites.
  3. Put your best foot forward online.
  4. Share expert knowledge online.
  5. Respect privacy of other people.
  6. Explain the importance of sharing accurate information.
  7. Describe how the abuse of power impacts online communication.
  8. Explain the importance of forgiving other people's mistakes when using the Internet.
  9. Describe how internet rants and flame wars result in unprofessionalism.
  10. Explain the importance of sending concise messages that respect the receiver's time and bandwidth.
  11. Give examples of how communication using the Internet can break down.
  12. Describe the need to proofread a message before sending it electronically.
  13. Make sure to not send a response for a message "To All."
  14. Understand that a message in all CAPS represents inappropriate yelling.

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### F. Professionalism

1. Explain the value of respecting diverse opinions at the workplace.
2. Describe respectful strategies for discussing delicate topics at the workplace.
3. Describe appropriate business attire (colors, fabrics, correct fit, clean and pressed).
4. Define important soft skills for business and social settings.
5. Explain the importance of a positive attitude.
6. Define effective work ethic.
7. Define ethical behavior for the workplace.
8. Describe the importance of time management and being punctual.
9. Explain the importance of reliability and accountability.
10. Describe important organizational skills.
11. List characteristics that show dedication to your job. (Complete tasks, disciplined, honest, polite)
12. Describe discipline and its important role in the workplace.
13. Define leadership in the workplace.
14. Explain the importance of flexibility for success.

### G. International Customs and Etiquette

1. Explain the procedure for sharing business cards in an international business setting.
2. Explain why it is important to research other cultures before conducting global business.
3. Explain different cultural views regarding personal space, punctuality, eye contact, and gift giving.
4. Explain how handshakes are different for different cultures and global communications.
5. Explain how English is not the preferred language for all participants in international business.
6. Define multinational and cross-cultural teams.
7. Describe how understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.
8. Explain the importance of communication within a global business setting.
9. Describe how organizational structure is related to international business etiquette.
10. Describe strategies for forming agreements that represent financial benefit to all international partners of the agreement.