

2025–2026 Competitive Events Guidelines

Future Business Executive



Future Business Executive is FBLA's premier event recognizing Collegiate members who exemplify leadership, business knowledge, and active involvement in the organization. Competitors are evaluated through pre-judged asset, an objective test, and a presentation (interview), showcasing their readiness for success in business and leadership roles.

Event Overview

| | |
|-----------------------|---|
| Division | Collegiate |
| Event Type | Individual |
| Event Category | Presentation |
| Event Elements | Pre-judged Asset, Objective Test, and Interview |

Educational Alignments

| | |
|--|--|
| Career Cluster Framework Connection | Management & Entrepreneurship |
| NACE Competency Alignment | Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism |

Knowledge Areas

- Accounting
- Business Law
- Communication
- Computer Science
- Cybersecurity
- Digital Design
- Economics
- Entrepreneurship
- Finance
- Hospitality Management
- International Business
- Management
- Marketing
- Organizational Behavior & Leadership
- Parliamentary Procedure
- Project Management
- Retail Management
- Selling
- Sports Management & Marketing
- Supply Chain Management
- Technology

Note: There is no test composition available for this objective test.

State

Testing will take place prior to the State Leadership Conference. Testing must occur at school under the supervision of an adult proctor. Check the Call to Conference for specific instructions and deadlines for testing and prejudge asset submission. Advisers are responsible for submitting prejudged assets to the conference registration site.

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National

Required Competition Items

| | Items Competitor Must Provide | Items FBLA Provides |
|---------------------------|---|--|
| Objective Test | <ul style="list-style-type: none">Sharpened pencilFully powered device for online testingConference-provided nametagPhoto identificationAttire that meets the FBLA Dress Code | <ul style="list-style-type: none">One piece of scratch paper per competitorInternet accessTest login information (link & password provided at test check-in) |
| Preliminary & Final Round | <ul style="list-style-type: none">Conference-provided nametagPhoto identificationAttire that meets the FBLA Dress Code | <ul style="list-style-type: none">Chair for competitor |

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

- Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- State Entry Limits:** Each state may submit up to four entries per event.
- Event Participation Limits:** Each member may participate in:
 - One individual or team event, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- Event Schedule Notes:**

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- Some events may begin before the Opening Session.
- All schedules are posted in local time for the NLC host city.
- Schedule changes are not permitted.

Event Administration

This event consists of four phases: a pre-judged asset, an objective test, preliminary presentation (interview), and a final presentation (interview).

Pre-judged Asset Details: Cover Letter & Resume

Submission Deadline

- A PDF of the cover letter and resume must be uploaded through the conference registration system by the state-specified deadline.

Asset Requirements:

- Cover Letter Specifics
 - Must be no longer than one page.
 - Should clearly state why the competitor is deserving of this award (Future Business Executive).
 - Address the letter to: Jennifer Woods, President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
- Resume Specifics
 - Must not exceed two pages in length.
 - Should include the competitor's education, extracurricular activities, awards and honors, FBLA involvement, and work or volunteer experience.
 - Photographs are not permitted on the résumé.
- Assets must be formatted to fit standard 8.5" x 11" paper.
- Links and QR codes are not permitted.
- Advisers or others may not assist in preparing the asset. It must be created entirely by the competitor(s).
- All content must be original and created specifically for this competition.

Judging & Ownership

- Assets will be judged prior to the National Leadership Conference (NLC).
- Pre-judged assets will not be returned. All submitted projects become the property of FBLA and may be published or reproduced for promotional purposes.

Objective Test

Each competitor will complete a 100-question multiple-choice objective test. Note: There is no objective test composition/question breakdown available for this competition.

Test Duration

- **Test Duration:** 50 minutes

Format

- This event consists of an online objective test that is proctored and completed on-site at the National Leadership Conference (NLC).

Materials

- Reference or study materials are not permitted at the testing site.

Electronic Devices

- All electronic devices, including cell phones, smart watches, and similar technology, must be powered off prior to the start of the competition.

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Calculators

- Personal calculators are not allowed; an online calculator will be available within the testing platform.

Question Review

- Competitors may flag questions within the testing platform for review prior to the finalization of results at the NLC.

Preliminary Presentation Details: Interview

Timing Structure

- **Equipment Set-Up:** 0 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 0 minutes

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not Provided
- No technology may be brought to the interview.

Non-Technology Items

- No materials may be brought to the interview.
- No items may be left with the judges following the presentation.

Final Presentation Details: Interview

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors from each preliminary section will advance to the final round in equal numbers.
- The number of competitors advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Scoring

- The pre-judged asset score, objective test and preliminary presentation (interview) round scores will be added together to determine which competitors advance to the final round from each section.
- The final presentation score determines the top winners.

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- Pre-judged asset score will be used to break a tie.
- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

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Future Business Executive Pre-Judged Assets Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|--|--|---|---|---------------|
| Cover Letter: States award applying for | No award stated | Award stated does not match qualification | States award and shows match of award to qualifications | States award and shows match of award to qualifications with demonstrated experience | |
| | 0 points | 1 point | 2-3 points | 4 points | |
| Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc. | No self-promotion included | Describes skills and academic achievements, but no volunteerism or experience included | Describes skills, academic achievements, and volunteerism or experience | Describes skills, academic achievements, and multiple volunteerism or experiences | |
| | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| Cover Letter: States that the resume is included with the letter and asks for interview | No resume statement nor interview requested | States resume included but does not ask for interview | States resume is included and asks for interview | States resume is included, asks for interview, provides opportunity to request more information | |
| | 0 points | 1 point | 2-3 points | 4 points | |
| Resume: Targets award on cover letter | No award targeted | Targeted award does not match cover letter | Targeted award matches cover letter | Resume supports targeted award on cover letter | |
| | 0 points | 1 point | 2-3 points | 4 points | |
| Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes | Resume is unreadable | Resume design is distracting | Resume is reader friendly | Resume is professional in design for targeted award | |
| | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| Resume: Includes education, activities, awards/honors, FBLA experience and volunteerism/work experience information | No education, activities, volunteerism, experience information listed | One-two sections included | Three-four sections included | Five or more sections support targeted award | |
| | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| Resume: Brief, concise information | Resume not included | Information provided, but in paragraph form | Sections are clearly identified with organized information | Clearly identified and organized information in each section supports targeted award | |
| | 0 points | 1 point | 2-3 points | 4 points | |
| Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors | Three or more errors | Two errors | No spelling errors, and not more than 1 punctuation or grammatical error | No spelling or grammatical errors, and not more than 1 punctuation error | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| All directions followed | Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included | | Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included; documents submitted as PDF | | |
| | 0 points | | 5 points | | |
| Pre-judged Assets Total (50 points) | | | | | |
| Name(s): | | | | | |
| School: | | | | Section: | |
| Judge Signature: | | | | Date: | |
| Comments: | | | | | |

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Future Business Executive Presentation Interview Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned | | | |
|---|---|---|--|---|---------------|--|--|--|
| Illustrates participation and leadership experiences in FBLA | <i>Has not been involved in FBLA other than to pay membership dues and attend one state/national conference</i> | <i>Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities</i> | <i>Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA</i> | <i>Can explain how participation and leadership experiences in FBLA have transferred to other areas of life</i> | | | | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | | | | |
| Explains participation in other school and/or community organizations | <i>No evidence of participation in other school and/or community organizations</i> | <i>Participates in only one additional school and/or community organization other than FBLA</i> | <i>Explains participation in other school and/or community organizations</i> | <i>Explains how participation in FBLA has complemented or enhanced other school and/or community organizations</i> | | | | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | | | | |
| Explains and shows areas of outstanding achievement | <i>No other achievements outside of FBLA</i> | <i>Has limited areas of outstanding achievement other than FBLA</i> | <i>Can explain and show areas of outstanding achievement</i> | <i>Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement</i> | | | | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | | | | |
| Indicates understanding of career knowledge and career plans | <i>No career plans at this time</i> | <i>May have an idea for a career but has developed no solid plans OR obtained any career knowledge</i> | <i>Knows career plans and shows some evidence that the career knowledge has been obtained</i> | <i>Can discuss how the career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used</i> | | | | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | | | | |
| Presentation Delivery | | | | | | | | |
| Demonstrates proper greeting, introduction, and closing | <i>Competitor does not use proper greeting, introduction OR closing</i> | <i>Competitor greeting, introduction, OR closing was weak</i> | <i>Competitor has strong greeting, introduction AND closing</i> | <i>Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion</i> | | | | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | | | | |
| Consistently displays confidence, poised body language, engaging eye contact, and effective voice projection. | <i>Did not demonstrate any of the listed skills</i> | <i>Demonstrated 1-2 of the listed skills (confidence, body language, eye contact, or voice projection)</i> | <i>Demonstrated 3 of the listed skills (confidence, body language, eye contact, or voice projection)</i> | <i>Demonstrated all skills, enhancing the overall presentation</i> | | | | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | | | | |
| Demonstrates proper verbal and nonverbal communication skills | <i>Verbal AND nonverbal communication skills are inappropriate</i> | <i>Verbal and/or nonverbal communication skills are weak or distracting</i> | <i>All questions were clearly answered using good grammar and appropriate body language</i> | <i>Verbal communication skills are excellent; nonverbal communication is natural</i> | | | | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | | | | |
| Presentation Protocols | | | | | | | | |
| Adherence to Competitive Events Guidelines | <i>Competitor(s) Did Not Follow Guidelines</i> | Execution Aligned with Guidelines: (All criteria must be met) ✓ No technology used ✓ Did not bring materials to the interview ✓ Did not leave materials behind after the presentation | | | | | | |
| | 0 points | 10 points | | | | | | |
| Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | | | | | | | | |
| Presentation Total (100 points) | | | | | | | | |
| Name(s): | | | | | | | | |
| School: | | | | | Section: | | | |

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| | | | |
|------------------|--|-------|--|
| Judge Signature: | | Date: | |
|------------------|--|-------|--|

Comments: