



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Communication Skills

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Relate appropriate response to legal/ethical infractions in the workplace.
2. Explain the nature of staff communication.
3. Give verbal directions.
4. Employ communication styles appropriate to target audience.
5. Discuss actions employees can take to achieve the company's desired results.



EVENT SITUATION

You are to assume the role of general manager of a local COFFEE BREAK, a coffeehouse chain with more than 10,000 locations across the country. You are meeting with an employee (judge) to discuss ethical infractions that have occurred in the workplace involving a store promotion.

COFFEE BREAK sells a wide variety of coffees, baked goods, sandwiches and salads. The atmosphere is considered trendy and hip, with bold coffee flavors, alternative music featured, free Wi-Fi service and baristas that know their trade. COFFEE BREAK'S motto is "your way, all the way," and is featured on the chain's coffee cups, to-go containers, and in all advertisements.

Six months ago the chain began a new promotion. Customers receive a point for every dollar spent and when the customer reaches 50 points, a free drink is awarded. The rules stated in fine print on the company website allow the free drink to be of medium size and to include one flavor add-in and one extra shot of espresso. The promotion has been a great success at your store location with hundreds of free drinks awarded since its inception.

When analyzing sales receipts, you have noticed that certain employees have been not following the promotion rules when awarding the free drink. Over half of the free drinks have been the large size rather than medium and most have included more than one extra shot of espresso. You later learned that these upgraded free drinks were given to loyal, regular customers and also to friends of the employees.

You have asked to meet with an employee (judge) who is guilty of awarding upgraded drinks. While the infraction is not reason to terminate employment, the employee (judge) does need to be provided a response to the infraction, reminded of the rules, and given suggestions on how to communicate the promotion rules to customers.

You will meet with the employee (judge) in a role-play to take place in your office. You will begin the role-play by greeting the employee (judge) and explaining why you called the meeting. After you have explained the situation and have answered the employee's (judge's) questions, the employee (judge) will conclude the role-play by thanking you for your explanation.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of an employee at a local COFFEE BREAK, a coffeehouse chain with more than 10,000 locations across the country. You are meeting with the general manager (participant) to discuss ethical infractions that have occurred in the workplace involving a store promotion.

COFFEE BREAK sells a wide variety of coffees, baked goods, sandwiches and salads. The atmosphere is considered trendy and hip, with bold coffee flavors, alternative music featured, free Wi-Fi service and baristas that know their trade. COFFEE BREAK'S motto is "your way, all the way," and is featured on the chain's coffee cups, to-go containers, and in all advertisements.

Six months ago the chain began a new promotion. Customers receive a point for every dollar spent and when the customer reaches 50 points, a free drink is awarded. The rules stated in fine print on the company website allow the free drink to be of medium size and to include one flavor add-in and one extra shot of espresso. The promotion has been a great success at your store location with hundreds of free drinks awarded since its inception.

When analyzing sales receipts, the general manager (participant) noticed that certain employees have been not following the promotion rules when awarding the free drink. Over half of the free drinks have been the large size rather than medium and most have included more than one extra shot of espresso. The general manager (participant) later learned that these upgraded free drinks were given to loyal, regular customers and also to friends of the employees.

The general manager (participant) has asked to meet with you because you are guilty of awarding upgraded drinks. While the infraction is not reason to terminate employment, you do need to be provided a response to the infraction, reminded of the rules, and given suggestions on how to communicate the promotion rules to customers.

The general manager (participant) will present an explanation to you in a role-play to take place in the general manager's (participant's) office. The general manager (participant) will begin the role-play by greeting you and explaining why the meeting was called.

During the course of the role-play you are to ask the following questions of each participant:

1. I've had angry customers demand the free coffee be upgraded because of our motto, "your way all the way." How do I respond to that?
2. How does all of this affect the store's bottom line?
3. How will you let the other employees know about this?

Once the general manager (participant) has explained the promotion and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the explanation.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



QUICK SERVE RESTAURANT MANAGEMENT SERIES, 2015

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM
SAMPLE SCENARIO 2015

INSTRUCTIONAL AREA
Communication Skills

Did the participant:

Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
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PERFORMANCE INDICATORS

	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1. Relate appropriate response to legal/ethical infractions in the workplace?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2. Explain the nature of staff communication?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3. Give verbal directions?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4. Employ communication style appropriate to target audience?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5. Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6. Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7. Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE					