



# EMERGING LEADER

SERIES







# EMERGING LEADER SERIES

Developing emerging leaders is the core of the DECA experience. The DECA Emerging Leader Series is part of our comprehensive leadership program for members. Its goal is to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation.

Aligned with 21<sup>st</sup> Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers.

DECA  
**EMERGING  
LEADER**  
SERIES

DECA's Emerging Leader Series provides leadership training for the following outcomes at the International Career Development Conference and Emerging Leader Summit.



Be the ultimate DECA member.



Be the ultimate DECA chapter leader.



Be the ultimate DECA association leader.



Be the ultimate DECA graduate.



Be the ultimate DECA chapter.

INTERNATIONAL  
CAREER  
DEVELOPMENT  
CONFERENCE



EMERGING  
LEADER  
SUMMIT







## 21<sup>ST</sup> CENTURY SKILLS

### CRITICAL THINKING AND PROBLEM SOLVING

- Use various types of reasoning as appropriate to the situation
- Interpret information and draw conclusions based on the best analysis
- Reflect critically on learning experiences and processes
- Solve different kinds of non-familiar problems in both conventional and innovative ways
- Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems
- Synthesize and make connections between information and arguments
- Identify and ask significant questions that clarify various points of view and lead to better solutions

### COMMUNICATION

- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions
- Use communication for a range of purposes
- Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact

### COLLABORATION

- Demonstrate ability to work effectively and respectfully with diverse teams
- Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal
- Assume shared responsibility for collaborative work and value the individual contributions made by each team member

### CREATIVITY AND INNOVATION

- Use a wide range of idea creation techniques
- Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts
- Develop, implement and communicate new ideas to others effectively
- Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
- Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur
- Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas
- Create new and worthwhile ideas



DECA

# IGNITE



BE THE ULTIMATE  
**DECA**  
**MEMBER**



Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.

## OBJECTIVES

Learn effective leadership and teamwork skills to use as a DECA member.

Leverage the many opportunities available to DECA members.

Demonstrate professionalism and etiquette.

Learn strategies for competitive excellence.



RECOMMENDED FOR  
**FIRST AND  
SECOND  
YEAR MEMBERS**

## MODULES

### THE POLISHED PROFESSIONAL

Through guided discussion and interactive demonstrations, learn the latest trends and guidelines for professional behavior, interactions and appearance as well as your digital brand.

- Professionalism, Digital Etiquette

### THE WINNING EDGE

Interactive lectures and simulated competitions are used to illuminate the keys to success in testing, prep time, case study analysis and presentation delivery.

- Competitive Excellence

### DECA IDEA MINI CHALLENGE

Teams of DECA members will transform an everyday object into an innovative product. From concept to branding, members will compete to bring the best new idea to market.

- Creative Thinking, Problem Solving

### GRID WALK

Teams work together to navigate their way across the Grid while overcoming various road blocks. Map Masters and Scorekeepers provide the framework of direction for each team as they develop systems to communicate and achieve the goal. Grid Walk emphasizes the importance of taking risks, effective communication, and teamwork.

- Communication, Risk Taking

### DECA DOMINATION

A physically interactive networking competition sets the stage for an exploration of DECA involvement. Learn about the wide array of DECA opportunities and how to leverage these experiences for your college application and/or résumé.

- DECA Programs, Personal Goals

### SPEAK UP!

This public speaking session focuses on the development of a presentation, the technical tools a speaker can use, and give participants an opportunity to practice and perfect their new skills.

- DECA Brand Awareness, Public Speaking

### WHAT'S THE BIG IDEA?

Members develop creative ideas that they can put into action immediately. Teams focus on sharing ideas and best practices from their organizational involvement in the areas of: recruitment/membership involvement, fundraising, and community outreach. Each participant walks away with at least one specific goal they can share with their chapter.

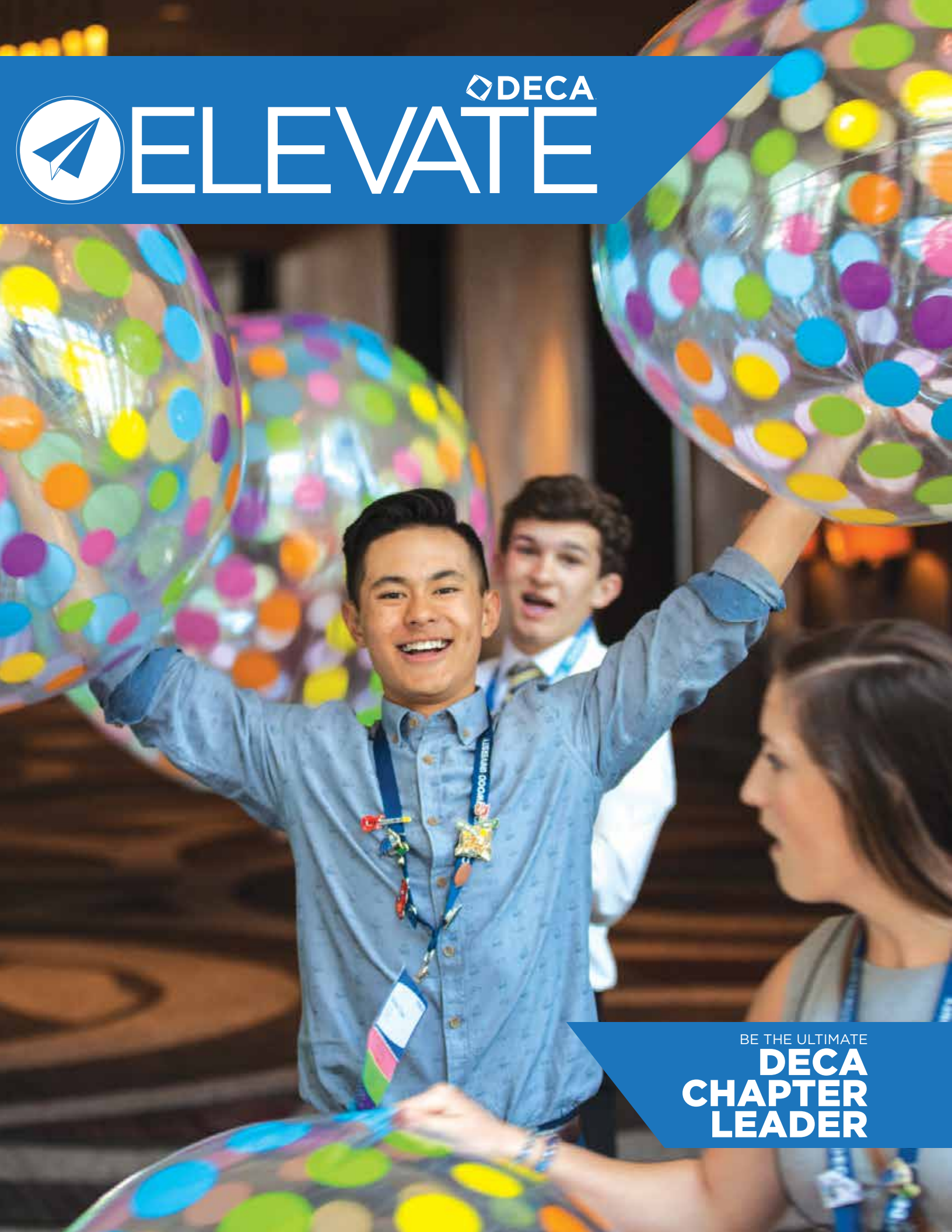
- Vision, Creativity, Goal Setting and Action Steps





DECA

ELEVATE



BE THE ULTIMATE  
**DECA**  
**CHAPTER**  
**LEADER**





# ELEVATE

Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.

## OBJECTIVES

Learn effective leadership and teamwork skills to use as a chapter officer.

Understand and communicate the DECA brand as a chapter officer.

Understand the components of an effective chapter program of work.

Learn how chapters and members can most take advantage of DECA's programs.

Obtain best practices in the areas of communications, membership recruitment, community service, fundraising and more.

## MODULES

### ELEVATE DECA

You have been called to lead and serve the greatest leadership and entrepreneurship student organization on Earth. Learn what makes DECA "DECA" and prepare to lead others up to their fullest potential.

- DECA Mission, Values, Guiding Principles

### ELEVATE DECA STYLES

Begin your rise as an emerging leader by understanding what it's like to be led by you! The DECA Styles Inventory will help you identify your sweet spots and blind spots as a DECA leader.

- DECA Leadership Styles

### ELEVATE YOUR DECA LEADERSHIP TEAM

Learn how to build a Leadership Team worth following! Understand DECA's Mission-based Officer Structure and position responsibilities.

- DECA Leadership Team Development, Organizational Structure, DECA Responsibility Description

### ELEVATE DECA CHAPTER STRATEGY

Learn the essentials of DECA chapter strategy! Determine DECA Goals, develop a Program of Leadership, get ready to plan and execute EPIC DECA Projects!

- DECA Goals, Program of Leadership Guide, EPIC Project Model

### ELEVATE DECA TOOLS

Great leaders need great tools to elevate their organization. Learn fund development. Help your chapter win in competition. Lead public relations through digital communication strategies. Learn how to keep yourself and your team productive and on the rise. Present yourself and others as a polished professional and DECA emerging leader.

- Diamond Fundraising Model, Competitive Event Super Success System, DECA Strategic Communications Plan, Monthly Social Media, Accountability and Productivity Tools, I AM DECA Story



RECOMMENDED FOR  
**UPCOMING  
CHAPTER LEADERS  
+ OFFICERS**

# DECA EMPOWER



BE THE ULTIMATE  
**DECA**  
ASSOCIATION  
LEADER

# EMPOWER

As an association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.

## OBJECTIVES

Learn effective leadership and teamwork skills to use as an association officer.

Understand and communicate the DECA brand as an association officer.

Develop a systemic communications plan as an association officer.

Understand the components of an effective association program of leadership.

Learn how to empower chapters to engage all DECA members.

## MODULES

### EMPOWER DECA

DECA Chartered Association Officers are the DECA Mission in motion! For 70 years DECA has prepared millions of emerging leaders and entrepreneurs through world class leadership and career development experiences. Learn about the awesome opportunities for Chartered Association Officers to empower members by advancing DECA knowledge and expertise.

- DECA Mission, Values, Guiding Principles, Facts & Stats

### DECA STYLES

Empower yourself to lead yourself! Leaders worth following are self-aware, leverage their strengths, and seek to grow past their weaknesses. Discover your DECA Leadership Style, identify your personal growth opportunities and get greater insight into influence and the leadership styles around you.

- DECA Leadership Styles

### DECA STORIES

DECA Chartered Association Officers are masters of messages and communication mediums! Learn how to excite, encourage, engage, and empower students and stakeholders to get involved in DECA.

- Digital Media, Networking, Advocacy and Interpersonal Communication

### DECA GOALS

Learn how to set DECA GOALS that reflect a corporate style of goal setting. Identify a goal range or targets that everyone can strive to achieve. Goals are like a map on your association's success journey. They tell you where you are currently, define your ultimate destination, and show your milestones or rest stops along the way.

- DECA Goals



LIMITED TO  
**INCOMING  
CHARTERED  
ASSOCIATION  
OFFICERS**





 DECA  
**ASPIRE**

BE THE ULTIMATE  
**DECA**  
**GRADUATE**



As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.

## OBJECTIVES

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Learn how to set, manage and achieve personal goals.

Identify strategies for college and career success.

Network with corporate executives to learn about their path to success.

Leverage your DECA experience for college and career success.



LIMITED TO  
**GRADUATING  
SENIORS**

## MODULES

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### **PATH TO SUCCESS**

Explore the extensive range of career options available in your future. Learn about various career interest inventory tools and career mapping strategies. Define your direction for your college and career path with a personal mission statement.

- Personal Mission Statement

### **EXECUTIVE MENTOR PROGRAM**

Interact in small groups with high-profile executives from DECA's National Advisory Board representing some of the finest companies. Learn about their career path, ask them questions and get solid career advice.

- Networking, Career Exploration

### **INNOVATIONS & DESIGN-THINKING**

During this interactive session, you'll have a chance to experience Professor Sheryle Bolton's practical teaching style that she brings to the Hult International Business School's San Francisco classroom. With her extensive experience in education, technology and innovations you'll practice your personal pitch and explore design-thinking. You'll learn the skills you need to make decisions and solve problems in the fast-paced world of global business.

- Problem Solving, Decision Making

### **MONEY MATTERS**

Through hands-on demonstrations and interactive discussion, gain a firm grasp on the principles of personal finance. With an understanding of budgeting, credit and financial aid, you'll be better prepared to make wise financial decisions.

- Personal Finance

### **COLLEGE MATTERS**

Success in college isn't simply about academic skills. Gain the know-how you need to avoid common pitfalls of freshman year: overworking, poor decision making, isolation and more.

- College Readiness, Time Management, Decision Making, Getting Connected

### **MAKE AN IMPRESSION**

To make college and career plans a reality, you need to be skillful at making a strong impression. Through a live simulation, practice key skills for navigating career fairs as well as interviews. Learn how to articulate your DECA experience in job interviews, résumés and internships.

- Interviewing Techniques, Leveraging Your DECA Experience

### **FIND A MENTOR**

After experiencing the Executive Mentor Program, learn the value of mentoring and coaching skills in the corporate environment and why it's necessary to find a mentor you can trust in both college and your career.

- Mentoring





DECA

THRIVE



BE THE ULTIMATE  
**DECA**  
**CHAPTER**





# THRIVE

Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills. Attendees will select a focus area for day two of this academy. Focus areas are competitive events, community service and lean entrepreneurship.

## OBJECTIVES

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Develop networking techniques.

Identify leadership styles and team dynamics.

Develop critical thinking and problem solving skills.

Employ communications and collaboration skills.

## MODULES

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### MARKET MADNESS

Learn how to ensure actions exceed expectations when in a leadership role. Through this simulation, learn how to build trust-based relationships that help a team achieve synergy.

- Relationship Building Skills, Trust-Based Leadership

### STYLES OF SUCCESS

Gain a deeper understanding of your personal leadership style and learn how to tap into your strengths. Learn about other leadership styles and how to interact with those who have a style different from your own.

- Leadership Styles, Team Dynamics

### iLEAD CHANGE

Innovate or die! Leaders in business know that change is inevitable and it's better to lead change than become a victim of it. Learn how to use Kotter's "Leading Change" model and the "Switch" method to lead change within your chapter and beyond.

- Critical Thinking, Problem Solving

### 10 EASY STEPS FOR CREATING THE LIFE OF YOUR DREAMS

Learn some simple techniques to become a better version of yourself so that you may be more effective in your professional and personal lives. Successfully used in the fields of health, business, the creative arts, and sports, daily positive activities can have a great influence on every aspect of your life. These tools will help you live a happier and fulfilled life while making an unforgettable impact on others.

- Interpersonal Skills

LIMITED TO  
**CHAPTERS THAT HAVE  
EARNED THRIVE LEVEL  
THROUGH CHAPTER  
CAMPAIGNS**



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