



Unit #3: Leadership Evaluation and the Marketing Campaign

KEY LEARNING GOALS:

A note from Mr. Parsons...

Your final unit summative will truly test how you perform as a group. Managing 24 members to execute a major project is not an easy task. This summative will truly test your ability to plan, lead, organize and control an event. Not only will this summative test your learning throughout the semester, but it will demonstrate the skills required to improve for your final BOH Charity Event.

Summative Leadership Plan:

Have you enjoyed your Beyond Borders experience? Has it helped to prepare you for the future? If you believe in the program then it is now time to pay it forward to potential future students.

Your task is to develop an marketing campaign to attract and interest future students in joining the program next year. The campaign should accomplish the following goals...

- Educate students on the operations of the program - typical day, trips, activities, challenges, course work, packages, costs, etc.
- Highlight educational benefits and how it prepares you for the future.
- Excite, promote, and sell the program.
- Demonstrate your teams professionalism, talents and most important leadership.
- Demonstrate your planning, organizing and leadership skills by capturing the interests of other students.

You will have to divide your Human Resources to execute all of these tasks. Allocate the members of the class so that their best skills are put to use. Your group should also elect 2 Operations Managers - these individuals will be the key members to communicate with other task operations managers, to ensure that your ideas will work effectively together for your day.

Although you will all work together on this event. You must break into teams that will act as managers/leaders for their own area. The two managers that you elect should be the only members to be working across departments (once you have divided your class into sections - you may begin with one main group to develop some overall concepts together).

 **Approval, Promotion and Recruitment:** Have Mr. Parsons and the school administration a school site visit for promotion. Then market to Grade 11 students who may be interested in joining the program. Include promotional videos that can link to social media promoting the program. Ensure to complete regular meetings with Mr. Parsons and ideas have all ideas/marketing approved).

 **Information Presentation:** As grade 11's join us for the day they should begin with a formal meeting in the recital hall. You should develop a presentation to education and excite the visitors about the Beyond Borders Program and all it has to offer.

 **Promotional Booth and Marketing Material:** Create numerous booths, posters, ads, videos, etc., highlighting all courses, best projects/work, most exciting components of the program.

*** Assessment is based on your assigned management role and the quality of work produced, organization of work, professionalism, communication, dedication to the task at hand and an overall demonstration of leadership. You will support your team in all aspects (based on the organization designed by task managers).**

*** Before beginning the project the class will review Mr. Parsons checklist/ criteria for evaluation and then as a class we will develop a rubric to outline the requirements for success.**

Evaluation Details:

Operations/Marketing Plan and Meeting:

Set up a meeting time with Mr. Parsons. During this meeting you are asked to submit an Operations and Marketing Report (for evaluation) and discuss your strategies and the details of your plans and the overall effectiveness of the plan.

Ensure that your presentation is professional, clear, organized and most important designed with effective strategies do demonstrate strong marketing abilities.

Implement planning tools to help you develop your concepts and ideas.

Discuss your plans to allocate your human resources and the role that each member of the class will play for your component.

/10 Communication Marks

Student Event Expectations and Check List Criteria for Plan/Meeting:

Demonstrate effective use of business communication documents (e.g., business reports, correspondence).

Demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly).

Analyse the relationship between an organization's objectives and the human- resource process (e.g., planning, recruitment, selection).

Explain the use of effective short-term planning tools and strategies (e.g., policies, operational plans, planning approaches) and long-term planning tools (e.g., bud- gets, strategic plans, simulations, forecasts).

Analyse the importance of individual and group creativity in planning.

Identify and describe the impact and importance of legal considerations in the human- resource process.

Describe tools and strategies used in the planning process (e.g., participatory planning, benchmarking, scenario planning)

Explain the importance of the strategic planning process and describe the levels of strategic planning (corporate, business, functional) in an organization.

Student Leadership:

Evaluation will also be based on Mr. Parsons observations during work periods, quality of work produced, demonstration of leadership planning tasks and execution, dedication to work, professionalism, organization, communication, etc. Review the detailed criteria for success below...

/20 Application Marks

Student Event Expectations and Check List Criteria for Individual Leadership:

Demonstrate an understanding of appropriate planning tools and techniques in a variety of situations.

- Meeting plans and logs are developed and implemented.
- Sets goals and objectives (including timelines/deadlines) and works towards completion. Forecast plans are created where appropriate.
- Contingency plans are created for potential problems.
- Arrives to class prepared.

Apply different problem solving strategies to a variety of management planning challenges.

- Analyzes and chooses among complex task and problems.
- Implements plans and evaluates results.
- Manages performance (in terms of cost, time, quality and quantity) and takes corrective action.
- Contingency plans are prepared.

Demonstrate the use of appropriate communication techniques related to business management.

- Professionalism in language.
- Organization of thoughts, ideas, plans. Implementation of course concepts into practice. Instructions are understood by the receiver. Avoid distractions to communication.
- Listen to others.
- Provide feedback for team members.
- Deal with conflict effectively.

Use proper vocabulary in oral communication.

- Business terminology is used where appropriate.
- Clear, organized instructions and explanations are provided. Demonstrates a willingness to share and provide opinions/ideas.

Demonstrate the effective use of information and communication technology.

- Where appropriate implement technology to support our event. This may include; E-mail software, Word, Excel, PowerPoint, Publisher, graphic design software, movie software, etc.

Demonstrate an understanding of proper leadership techniques in a variety of situations.

- A leader brings a clear and compelling sense of the future as well as an understanding of the actions needed to get there successfully.
- Provide team members with clear direction (instructions, goals, timelines, incentives, etc.).
- Provide a variety of strategies to motivate, inspire and encourage employees.
- Offer solutions and implement decisions to complex tasks and problems.

Demonstrate characteristics of leaders (ethical, focused, responsible, driven, professional, dependable, etc.)

- Celebrates achievements, shows enthusiasm, help others to act, sets the example.
- Involve others in selecting their work assignments and task methods.
- Creates an environment of cooperation, information sharing, discussion, and shared ownership of goals.
- Encourages others to take initiative, make decisions, and use their knowledge.
- Finds out what others think and lets them help design solutions.
- Gives others the freedom to put their ideas and solutions into practice.

Apply an understanding of various organizational structures used to manage workforce effectively.

- Structures an effective organization based on our event needs and resources.
- Provides contingency plans and makes necessary changes to organizational problems. Creates project managers for specific tasks where appropriate.
- Creates effective workforce plans for the event day.
- Supports organizational workforce needs (ie. staff shortages).
- Reduces waste (ie. time management) and implements best practices with resources provided.

Key Assessment/Summary of Leadership Goals:

- Apply an understanding of human behaviour to explain how individuals and groups function in the workplace.
- Demonstrate an understanding of group dynamics.
- Demonstrate an understanding of proper leadership techniques in a variety of situations.

Organization and Quality of Management:

- Was all the critical information included?
- Were you effective in achieving the project goals?
- Did your team perform well together?
- How did you manage team members?
- Were activities well organized and clear for guest to follow?
- Were timelines effective?

/20 Application Marks

Student Expectations and Check List Criteria for Organization and Management:

- Apply different problem-solving strategies to a variety of management planning challenges.
- Demonstrate the ability to use time management techniques.
- Apply business teamwork skills to carry out projects and solve problems.
- Explain how organizational design (e.g., communication channels, team structures, alternative work schedules) can support a positive corporate culture.
- Demonstrate an understanding of the various organizational structures used to manage the workforce effectively.
- Assess the ways in which organizational structures have changed to adapt to the changing nature of work.
- Evaluate the role of human resources within an organization.

Performance Appraisal Report:

Complete the performance appraisal questions (listed below) for both yourself and your teams performance. Submit your performance appraisal for evaluation.

/10 Communication Marks

Student Event Expectations and Check List Criteria for the Performance

Appraisal:

- Analyse the factors that contribute to the success or failure of a team.
- Explain the nature and importance of performance appraisal within an organization.
- Assess the importance of control in management.

Performance Appraisal Report:

Question #1 - Team Dynamic/Leadership Evaluation:

A: Were you a successful team? Why or Why not? How did you work as a team? Give your team a score from 1 to 10 based on the strength of team (10 being strong, 1 being weak). Justify why your team deserves this score.

B: Who emerged as a leader in the group? What did they do to stand out? How did you do as a member of the team and as a leader in the group? Give yourself a score from 1 to 10 based on the strength of your leadership/ ability to work with your team (10 being strong, 1 being weak). Justify why you deserve this score.

Question #2 - Planning and Organization Evaluation:

A: Were your teams plans well thought out? Clear? Organized? What challenges did you face? What could have been done to prevent this?

B: Give yourself a score from 1 to 10 based on the strength of your planning and organization (10 being strong, 1 being weak). Justify why you deserve this score.

Question #3 - Education and Skill Evaluation:

A: What did you learn from this project about planning an event? Do you believe you would have what it takes to be successful as a manager?

B: Give yourself a score from 1 to 10 based on your abilities to succeed as a Leader/ Manager in today's competitive world (10 being strong, 1 being weak). Justify why you deserve this score. What are your strengths? What skills were demonstrated by you throughout the project? What do you still need to develop to be successful?

Question #4 - Control Phase:

If you could start this project all over again, what would you do differently? Be descriptive and justify why these changes would improve the overall success of the project.