

OHIO DECA

VIRTUAL FALL LEADERSHIP CONFERENCE

Workshop Booklet

**GET
THE** **EDGE**


HOW TO START YOUR OWN BUSINESS

Charlese Ferris, Alexi Moore & Audrey Shannon

- Do you have any business ideas?
- What is your business name?
- What will you sell? (Product or Service)
- What is the purpose of your business?
- Who is your target market?
- How will you advertise your business?
- Why did you choose this business? (What is the story behind it? What is your purpose for it?)
- Draw your business logo.
- What is a SMART goal for your business idea?
- Create a SWOT Analysis for your business idea.

HOW TO MARKET YOURSELF

Trisha Chidambaram & Emma Berry

- What are some things about you?
 - Ex- your name, grade, school, etc
- What do you like to do/ what are your hobbies?
 - Ex: volunteer, travel, etc
- What are some of your strengths and skills?
 - Ex: communications, leadership, etc
- What are you passionate about?
 - Ex: helping others, learning new things, etc
- What are significant ways you have seen other companies market themselves?
- Pair up with a classmate and present your personal brand to them. Is there anything that they see as a part of your brand that you missed?

HOW TO RUN A ROLEPLAY

Isabella Lambrinides & William Dalton

- What stood out to you during the introduction?
- What stood out to you during the performance indicator section? Did you learn anything new?
- What is the D.E.C.A. approach?
- What are the three tips and tricks that were given?
- What is your SMART goal that you will set for yourself during this upcoming competition season?