



2021- 2022

CA FBLA COMPETITIVE EVENT & PERSONAL DEVELOPMENT RESOURCE GUIDE

20
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OBJECTIVE TESTING

Link to FBLA National Competitive Event Resources

<https://www.fbla-pbl.org/sample-case-studies/>

General Objective Testing Advice:

- Use active recall to memorize concepts more effectively

Accounting 1:

Resources:

- Study using any introductory accounting textbook

Tips:

- Don't just memorize, you actually need to understand the accounting cycle

Introduction to Business:

Resources: <https://quizlet.com/ivyzhn/folders/fbla-intro-to-biz?i=27nese&x=1xqY>

Introduction to Business Procedures:

Resources:

- Study using Quizlets and an Introduction to Business textbook

Introduction to Information Technology, Network Design, Networking Infrastructures

Resources:

- Use TestFrenzy for practice tests (note: site does not always work properly)
- Study using Network+ study guides and books

Organizational Leadership

Tips:

- Study using websites that explain and go into detail about different leadership styles and theories
 - Create a study guide and use Quizlets
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SPEAKING/INTERVIEW EVENTS

Introduction to Public Speaking, Public Speaking:

Tips:

- Be creative
- Keep your speech at the back of your mind at all times
- Memorize your speech so well that you could recite it at any instant; this lessens the likelihood of forgetting due to nerves
- Only write about topics you actually care about—judges can tell if you're faking sincerity
- Vary your levels of voice projection, emphasis, speed, etc.
- Maintain good posture
- Look your best; you can be docked points for poor physical appearance, and it also adds/detracts from the judges' perception of you

Impromptu Speaking:

Resources: <https://www.speechanddebate.org/wp-content/uploads/Impromptu-Prompts-Resource-2019-08-29.pdf>

Tips:

- Record yourself speaking and listen back
- Practice giving speeches to friends & family
- Speak with a pencil between your teeth to practice enunciation
- Create structure in your speech
 - Ex: include 3 body paragraphs that address the prompt in different ways
- Practice consistently; it's the best way to improve
- Don't be afraid to ask for help from past competitors—they know what they're doing

Job Interview:

Tips:

- Practice with teachers to receive feedback
 - Watch professional interviewers on YouTube
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CASE STUDY/ROLE PLAY EVENTS

General Case Study Advice:

- Practice as many case studies as possible
- Use FBLA example cases, DECA ones from similar events, or get others to write cases for you or write your own
- Create a structure with your team on who will present the introduction, etc., but also be flexible when organizing content
- Make sure all team members speak equally
- Present cases in front of others to get feedback on how you can match each other's energy and speaking style

Entrepreneurship:

Resources:

- Study using the competency guide and an entrepreneurship textbook

Tips:

- Take practice tests often and go over the ones you missed before the test

Help Desk:

Resources:

- Study using the competency guide and Quizlets

Tips:

- Don't burn yourself out in the end because you will not be able to focus on the day of the test
- Make sure to go over all the competency topics at least 2 weeks before the test

International Business:

Resources:

- Study using Quizlets, online practice tests, Investopedia for finance concepts, and previous case studies found online
- Online Textbook:
https://www.mheducation.com/highered/product/9781260262582?cid=ppc%7CHE%7CPaid-G-Shop%7CLL_Y_R%7Cgoogle&gclid=CjwKCAjw9uKIBhA8EiwAYPUS3JNhNS5WTEJZDn7E7H6xrbkD4GWP64S-sVq3a5aZpuDyBadPp2vcYRoCr5MQAvD_BwE

Tips:

- Understand all the competencies; thorough understanding of the material will allow you to understand any question that comes your way
- It's okay to be nervous, just focus on one question at a time
- If there is a concept you feel you have not grasped as well, then consult a textbook, Youtube lecture, or even an article on Google

PRESENTATION/REPORT EVENTS

Broadcast Journalism:

Tips:

- Be creative in your script and add your own personality
- Practice, Practice, and Practice!
- Make sure you have fully memorized the script so you are not nervous
- Prepare for the question and answer segment and figure out how to involve the judges

Business Ethics:

Tips:

- Practice consistently and don't be afraid to ask for help from previous competitors
- Do not procrastinate; if you do, it will be very evident based on the quality of your project and you won't be as confident about your product

Business Financial Plan:

Tips:

- Search up examples of business plans and financial documents and use them as references

Community Service Project:

Resources:

- Microsoft Word and PowerPoint for the report and slides
- Youtube videos can be helpful for formatting tips

Tips:

- Practice your speech in front of people as many times as possible to get more comfortable and learn the pacing of your team
- Practice answering questions from an audience as it'll help you gain confidence and impromptu speaking skills

Introduction to Business Presentation:

Tips:

- Be creative in your script-writing
- Practice tone and projection

Introduction to Event Planning:

Tips:

- There are limited resources since this event is brand new, so read as many articles as possible from Google

Introduction to Social Media Campaign, Social Media Campaign:

Tips:

- Practice with teachers and receive feedback to better your project
- Watch professional presenters on Youtube
- Develop strong speaking skills and learn how to project your voice well
- Create presentations that capture your specific audience
- Find unique ways to present information and share your values
- Stay true to yourself
- Let the judges get a taste of your personality
- Take unique approaches to Q&A and don't be shy to refer to specific parts of your presentation or bring new ideas to the table

Mobile Application Development:

Tips:

- Practice as much as you can with your teammates
- Testing preparation can always be done at home and on your own, so use time with teammates as productively as possible
- Spend a lot of time going over the rubrics and practicing again and again with small corrections each time

MISCELLANEOUS ADVICE

- Find an event that fits your strengths
 - In terms of testing events, find a topic that interests you and try a practice test to see if it is for you
 - For performance events, see if you prefer memorizing a speech, creating a PowerPoint, or interviewing with judges
 - The first event you have your heart set on might not be the best one for you, thus it is crucial to keep an open mind
 - Not sure if you always have the chance, but try to make sure that you enjoy your teammates and their company because you'll be working together throughout the year! If you don't, try your best to bond with your team because the energy and relationship between your team is reflected in your presentation. Overall, team speaking competitions are an absolutely amazing experience!
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STEM OPPORTUNITIES

BlueStamp Engineering - Intro to Engineering:

Respondent Participated in Summer of 2019

Testimony:

- "Most summer programs go through a rigid curriculum with some activities. Bluestamp is the opposite. You get six weeks, and all the materials you want, to build your dream project. The learning takes place while you build, and the low instructor:student ratio (around 5:1) guarantees that you can get support/learn content as you need."
- "I would highly recommend BlueStamp for students who also want to take on a side-job/internship/relax during summer. The program is only six weeks, and usually starts at 8AM and ends at 12PM. Plenty of time to pursue other stuff."

Application Advice:

- "Be genuine and demonstrate your creativity. They should be able to envision you thriving in the program."

Girls Who Code Summer Immersion Program:

Respondent Participated in July of 2021

Testimony:

- "I learned new coding methods, but the most memorable part was definitely getting to receive mentoring from current employees at Blizzard Entertainment. They also gave many participants stipends for the summer - super cool!"

Application Advice:

- "Answer their questions honestly! I knew I didn't have as much previous experience as other people who applied, but I spoke about what I aspired to do with the technical knowledge I would gain from the program."

Girls of South Bay Hackathon:

Respondent Participated in August of 2021

Testimony:

- "Getting to work with a team on a project and present it under 24 hours was super fun & we learned a lot from each other. It was also awesome not having to worry about not having experience because most of us were beginners."

Keck Graduate Institute High School Summer STEM Internship:

Respondent Participated in July of 2021

Testimony:

- "I would recommend this program to students interested in Bioentrepreneurship, as the program offers an optional project track focused on the Drug Development Pipeline..." (continued on next page)

- "...The majority of participants in the program are actually in the Summer Undergraduate Research Experience, so although the program for high school students has a different name, in reality it is identical to the undergraduate one. This internship is very time-intensive, essentially 9 AM - 5 PM hours, but only lasts for about two weeks. This is a great opportunity to learn from established researchers and professors at the newest member of the Claremont Colleges."

Application Advice:

- "The program does not seem to be super selective, but still put your best effort into your application. Get recommendations from teachers who know you well and make sure your application is error-free and professional."

Stanford Pre-Collegiate Studies - Bioengineering

Respondent Participated in July - August of 2021

Testimony: Respondent would recommend program to others

BUSINESS OPPORTUNITIES

Wharton: Leadership in the Business World:

Respondent Participated in July of 2021

Testimony:

- "It was great learning from Wharton faculty about advanced leadership and business concepts. The most helpful activities were the Wharton business simulators. I think it will more valuable, however, when the program returns to in-person instruction."

Application Advice:

- "There are 3 essays, teacher recommendations, and an activity section to complete. The essays prompts are relatively straightforward but I don't know if they change yearly. Share your open thoughts on what you believe leadership is and its cross section with the business world."
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MISCELLANEOUS OPPORTUNITIES

Cloud9 Women Mentorship Program (eSports and gaming):

Respondent Participated in May - December of 2021

Testimony:

- "It was an amazing opportunity to meet others from the Esports Community and get to know more about the various positions within the industry. I was able to build my network and connect with people on LinkedIn and social media platforms like Instagram."

Application Advice:

- "Be bold and true to yourself. They want to see you for who you are. Even if the application is digital, they should be able to gain an understanding of your personality. It's also important to show what the program has to offer to YOU as a person, not just what they have to offer for your academic or professional future."

CONTRIBUTOR CREDITS

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SECRETARY'S NOTE

CA FBLA,

In my campaign platform last year, I promised that I would compile competitive event and personal development experiences of members across the state, and I am so excited to finally share this resource with you!

As future officers assume the position of State Secretary, it is my hope that they continue seeking additional responses and adding them to this document, contributing to an ever-growing resource bank for members.

Although I regret that I was unable to gather more information, I hope you still find value in this guide. After my term ends, I continue to welcome any FBLA-related questions you may have, and you can reach me at my email address: allisonliu@cafbla.org.

Best wishes,


