



DECA CHAPTER STRATEGY

Strategy is essential to any successful enterprise and entrepreneurial leader. How people, ideas and resources come together to achieve results for stakeholders is the key job of the DECA executive leader. Understanding the core elements of a successful DECA Chapter Strategy is the first step toward realizing the full potential of your chapter. And, the first step of strategy is understanding and believing in the importance of the mission.

strat•e•gy
[strättəjee]



definition:
planning in
any field: a
carefully devised plan of
action to achieve a goal,
or the art of developing or
carrying out such a plan

DECA CHAPTER STRATEGY

*definition: The masterful
alignment of fantastic
advisors and talented
emerging leaders who
enthusiastically bring
together the right people
at the right time with the
right resources to achieve
awesome results!*



DECA LEADERSHIP TEAM

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation. The DECA Leadership Team is the core group of DECA members that provides leadership to the entire DECA chapter. The DECA Leadership Team should have defined roles and responsibilities that support the chapter's mission and goals.

There are plenty of leadership opportunities to engage more chapter members than just a few officers. Putting together an effective team may include various teams, committees and directors to help share responsibilities and focus on specific duties.

DECA'S MISSION-BASED CHAPTER OFFICER POSITIONS

The DECA chapter officer positions reflect a corporate leadership structure, rather than the typical positions utilized in student clubs and organizations. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership.

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management



“It takes great leaders to make a great mission happen.”



WHY DO THE MISSION-BASED LEADERSHIP POSITIONS EXIST?

Officers lead, represent, and deliver the DECA mission every day. The DECA chapter officer positions directly align and connect with the DECA mission to help guide chapter leaders in their responsibilities, activities, and commitment to the DECA mission during their term of service.








WHY DOES DECA ENCOURAGE ADOPTION OF THESE POSITIONS AT THE CHAPTER LEVEL?

In marketing, brand consistency is a core concept that DECA strives to uphold at all levels of the association. Brand consistency ensures unified strategy, action, and message is communicated internally and externally. Consistency builds understanding, trust, commitment and the overall value of the brand.

HOW DO MISSION-BASED LEADERSHIP POSITIONS CONNECT TO REAL-WORLD EXPERIENCES?

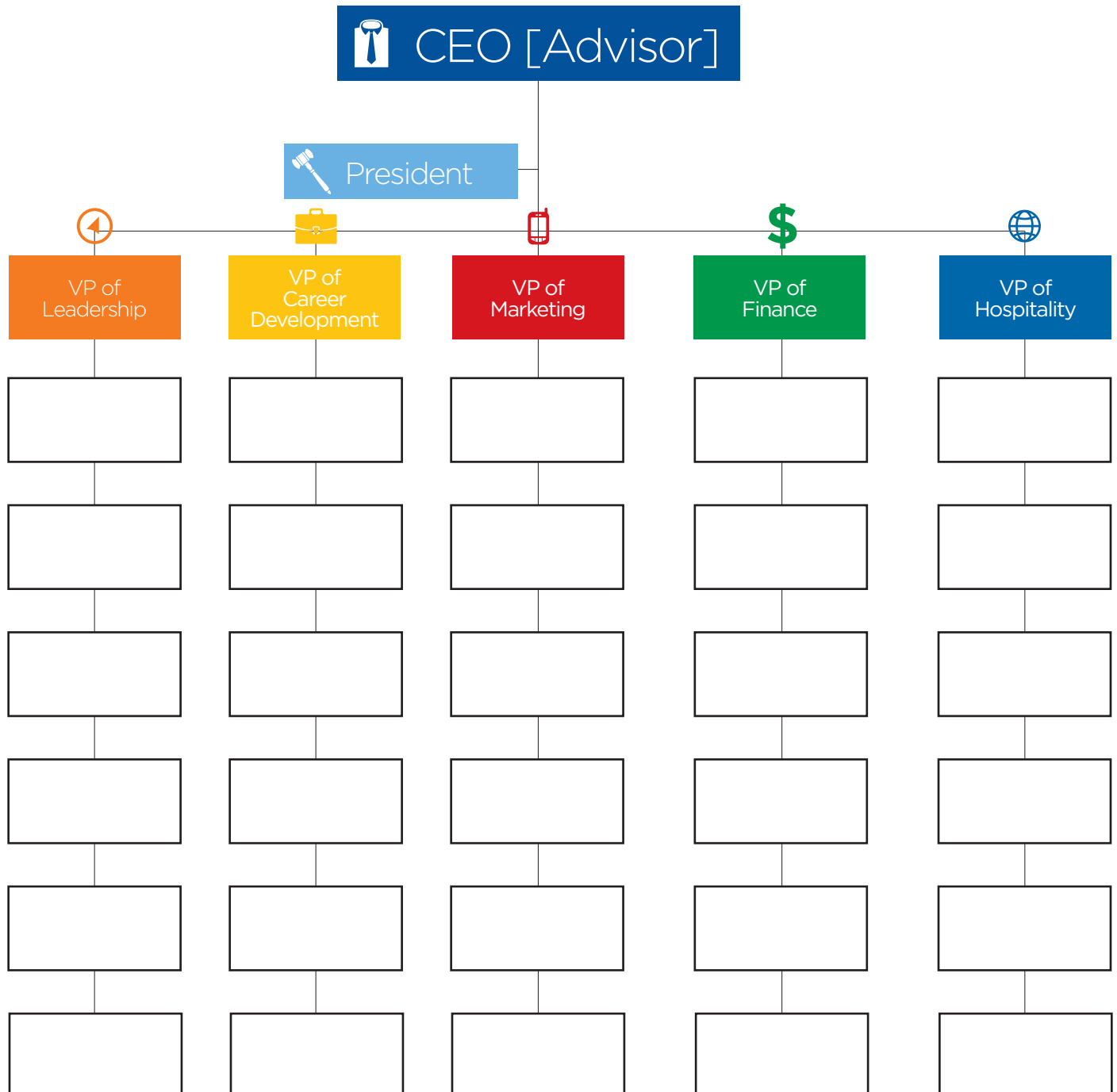
The DECA chapter leadership positions are a reflection of positions in businesses, corporations, and organizations. The roles are also similar, for example, the CEO and President of a Fortune 500 company is responsible for guiding the company, providing vision, and deploying resources effectively. The CEO and President of a local DECA chapter are expected to produce similar results.

CHAPTER OFFICER DUTIES AND STRUCTURE

Advisors	 CEO [Advisor]				
DECA Student Leader	 President				
President Position Overview	<i>Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with Chartered Association Officers and establishing chapter vision, management, and organization that ensures each chapter officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.</i>				
Model Chapter Executive Team	 VP of Leadership	 VP of Career Development	 VP of Marketing	 VP of Finance	 VP of Hospitality
Position Overview	<i>Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.</i>	<i>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events</i>	<i>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.</i>	<i>Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.</i>	<i>Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</i>
Team Structure	Leadership Team <ul style="list-style-type: none"> • DECA Campaigns Director • Community Service Director • School Service Director • Conference Director • Recognition/Scholarships Director • Leadership Training Director • Freshman Class Director • Sophomore Class Director • Junior Class Director • Senior Class Director 	Career Development Team <ul style="list-style-type: none"> • DECA Challenges Director • Online Events Director • Principles of Business Administration Events Director • Management Team Decision Making Events Director • Individual Series Events Director • Business Operations Research Events Director • Chapter Team Events Director • Marketing Representative Events Director • Professional Selling and Consulting Events Director • Entrepreneurship Events Director 	Marketing Team <ul style="list-style-type: none"> • Creative Director • Member Recruitment Director • Digital Media Director • Public Relations Director • School Relations Director • Community Relations Director • Social Media Director • Website Director • Chapter Newsletter Director 	Finance Team <ul style="list-style-type: none"> • Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director 	Hospitality Team <ul style="list-style-type: none"> • New Member Director • Member Experiences Director • Chapter Meetings Director • Chapter Events Director • Alumni & Professional Member Director • Ambassador Director • DECA Mentor Director
OPTIONAL Appointed Positions to Committees EXPLORE positions that fit your chapter size, goals, and interests. Teams and committees would also work collaboratively and back and forth as events and duties relate to their positions.					

DESIGN YOUR DECA CHAPTER ORGANIZATIONAL STRUCTURE

Instructions: Using the organizational chart structure below, design a structure to fit the unique needs, size, and goals of your DECA chapter. The boxes indicate elected positions that make up the executive leadership team. The blank boxes should be filled in to reflect the “director” level positions that make up teams (or committees) that provide support to the mission-based leadership positions. Select director positions from the DECA Chapter Officer Duties and Structure grid on the previous page—or feel free to create your own director positions.



I AM DECA JOB DESCRIPTION

I am DECA chapter...	List Your Position Here.
I report to the chapter...	List who your position reports to in the organizational chart
I work with the chapter...	List the other chapter officer positions you will work with to achieve your chapter goals
I am responsible for...	List all the projects, events, activities, campaigns, efforts your position leads and supports
WE will be successful this year if I...	Create your Chapter Contribution Success Statement.





WHAT'S YOUR DECA LEADERSHIP STYLE?

Rank your style and approach to leadership based on the phrases, word groupings and descriptions on the next page. You must score each box with a 4, 3, 2, or 1. You only can use each number only once per row. Place a 4 under the group of words that BEST describes you leadership style. Then choose the next with a 3, the next with a 2, and finally the LEAST like you with a 1. EACH ROW MUST CONTAIN ALL FOUR NUMBERS.

SECTION 1	SECTION 2	SECTION 3	SECTION 4
YouTube: Made sure the video got done. It's getting tons of hits.	YouTube: Starred in the video. It was awesome!	YouTube: Made sure everyone was in the video. We love it!	YouTube: Developed the concept for the video. It's epic!
Management Supervisor	Marketing Sales	Hospitality Tourism	Entrepreneur Innovator
Practical Procedural Responsible Organized	Adventurous Open-Minded Impulsive Courageous	Unique Empathy Personal Cooperative	Curious Conceptual Competent Knowledgeable
Driven Tradition Orderly Meticulous	Exciting Motivational Spontaneous Competitive	Spirited Affectionate Inspirational Dramatic	Detail Equity Flexible Ingenuous
Working in a group I might say: "OK, everyone, let's concentrate so we can get this done."	Working in a group I might say: "Hey, everyone! You know what would be cool to try?"	Working in a group I might say: "What does everyone think about this idea? Do you like it?"	Working in a group I might say: "I think I have a great idea for how we can do this. What if we...?"
Everyone has dreams. Secretly, you... Want to be President & CEO with your name on the executive office door.	Everyone has dreams. Secretly, you... Want to star in your own TV Show with your name in lights!	Everyone has dreams. Secretly, you... Want to be the person who brings world peace and you don't care who gets credit.	Everyone has dreams. Secretly, you... Want to invent a product or service which changes the world.
People who praise me say: "I'm great at setting goals and achieving them." I'm effective.	People who praise me say: "I can get people excited and involved." I'm charismatic.	People who praise me say: "I listen well and really care about others." I'm considerate.	People who praise me say: "I'm creative and always have an idea to share." I'm innovative.
TOTAL OF SECTION 1	TOTAL OF SECTION 2	TOTAL OF SECTION 3	TOTAL OF SECTION 4

YOUR DECA LEADERSHIP STYLE DEFINED

Transfer your scores from DECA Leadership Styles Inventory to the corresponding boxes below.

TOTAL OF SECTION 1	TOTAL OF SECTION 2	TOTAL OF SECTION 3	TOTAL OF SECTION 4
			
DRIVER	ENERGIZER	CARETAKER	ANALYZER
DRIVERS see themselves as: Executive type Responsible Goal-oriented Organized Effective	ENERGIZERS see themselves as: Fun-loving Solution Finder Action-oriented In the moment Fast Paced	CARETAKERS see themselves as: Caring Warm People-oriented Encouraging Considerate	ANALYZERS see themselves as: Knowledgeable Great Planners Vision-oriented Objective, Calm Efficient
Others see them as: Bossy Opinionated Boring Stubborn	Others see them as: Not serious Forgetful Disobeys rules Not able to stay on task	Others see them as: Dramatic Naïve Touchy-feely Ignores policies	Others see them as: Arrogant Hard to get to know Uncaring Shy
They dislike: Non-conformity Ambiguity Waste Ineffectiveness	They dislike: Authority/Rules Inflexibility Slow pace Inaction	They dislike: Hypocrisy Deception Hidden Agendas Insincerity	They dislike: Incompetence Inequity Injustice Inefficiency
They like: Structure Clear Instruction Punctuality Time to Adapt to Change	They like: Change Freedom to Create Sense of Humor Hands On	They like: Collaborating Warm Atmosphere Inclusiveness Recognition of All	They like: The Big Picture Thinking Inventiveness Facts & Truth
Work vs. Play Work, then Play	Work vs. Play Work and Play	Work vs. Play Work and Play Together	Work vs. Play Plan to Work and Play
Key DECA Core Value Integrity	Key DECA Core Value Competence	Key DECA Core Value Teamwork	Key DECA Core Value Innovation
Member Relations Organize, track, and set goals for membership	Member Relations Recruit, engage, and mobilize members	Member Relations Welcome, connect, and encourage members	Member Relations Strategize and plan the membership campaign

UNDERSTANDING DECA LEADERSHIP STYLES

There are three components to leadership and ultimately your unique DECA Leadership Style:

1. _____ 2. _____ 3. _____

One third of your leadership is based on **nature**—how you were uniquely wired and gifted at birth. One third of your leadership is based on **nurture**—the training you have received and the impact of how you were raised and influenced by family, friends, heroes, and others in your life. The final element of your leadership style is based on your **choices**—the lessons you have learned from the outcomes of the decisions you have made in life.

The DECA Leadership Styles Inventory provides insight into your nature—or how you are naturally wired to lead. It provides a glimpse into your natural tendencies and how you were born to act and react to life situations. Your natural style often emerges when you are the most stressed, tired, or are operating in new or unfamiliar environments. As you gain confidence and comfortability in leadership, the nurture and choice aspects of your leadership style will emerge. This choreography and cultivation of nature, nurture, and choice reveals the emerging leader within.

MAJOR AND MINOR LEADERSHIP STYLES

Your highest score represents your **Major DECA Leadership Style**. This is also the leadership style you use most often and readily identify with in others.

Your lowest score represents your **Minor DECA Leadership Style**. This is the leadership style you lead with the least often and likely struggle with understanding those who operate with this as their Major DECA Leadership Style.

If your Major DECA Leadership Style is tied or within one or two points of another style, this means that you have the capability to readily adjust your leadership style to understand and operate in a broader variety of situations.

AVERAGE LEADERS VS EPIC LEADERS

An **average** leader often surrounds themselves with other leaders who have a similar style. This is natural because people are often more comfortable and communicate easily with people with similar styles and backgrounds. While easier, more comfortable, and perhaps even more fun in the short term, surrounding yourself with leaders just like your style can create major issues for you and those who follow you over the duration of your season of service.

Any of these leadership styles can sit at the head of the table and lead DECA. But, **epic** leaders and teams understand that all of these styles need to be sitting at the table in order to achieve maximum success and best serve members, customers, and stakeholders. By knowing your style, and the styles of others, you can make greater contributions, recognize how to leverage the leadership of others, and work cooperatively to positively influence people and situations to achieve value and growth.

ISSUES FOR TEAMS WITH THE SAME DECA LEADERSHIP STYLE

1. _____
2. _____
3. _____
4. _____

ADVANTAGES FOR TEAMS WITH DIVERSE DECA LEADERSHIP STYLES

1. _____
2. _____
3. _____
4. _____

LEADERSHIP STYLES OVER TIME

Your leadership style will season, refine, and grow over time. Education, life experiences, decisions, and cultural background all influence the style you have now and will continue to do so throughout your life. Do not be surprised if you take this or any personality styles inventory and find your style has changed. This is an indicator of how your life experiences are impacting and maturing your leadership style.

OUR TEAM’S DECA LEADERSHIP STYLES

Name	Position	Major Style	Minor Style
	CEO [Advisor]		
	President		
	VP of Leadership		
	VP of Career Development		
	VP of Marketing		
	VP of Finance		
	VP of Hospitality		

Your DECA Leadership Style does not _____ you.

Your DECA Leadership Style is an _____ of the natural _____ you have as a leader. Your _____ ultimately end up defining the results of your life and leadership.



DECA GOALS

We all have big dreams of what we want to achieve in our lives and in our DECA chapters. Setting measurable goals helps bring definition to those dreams. This definition allows you to better explain what you want to accomplish, coordinate your team efforts, track your progress, inspire your team members, and continue refining your action plans to increase chances of success.

GOAL SETTING RANGE

DECA GOALS reflect a corporate style of goal setting. Corporate goal setting assigns a goal range or “targets” that everyone is striving to achieve. Setting ranges of success for goals helps define the “base line” expectation as well as the next progressive levels of success the chapter is aiming to achieve. Goals are like a map on your chapter’s success journey. They tell you where you are currently, define your ultimate destination, and show your milestones or rest stops along the way.



ARRANGEMENT

Individual DECA GOALS are grouped and arranged according to the DECA mission. This arrangement allows for a double impact alignment—goals set according to each DECA Mission area which in turn is aligned with DECA officer positions. This double impact alignment ensures goals are set which address the whole DECA mission with a clear identification of which executive team officer position and directors will responsible for the goal.

DECA GOALS DEFINED

D _____

E _____

C _____

A _____

In DECA, the naming of our goal ranges reflect our name and brand. DECA GOALS stands for Duty, Exceptional, Champion, Actual.

The first level baseline expectation for a goal is called the **“Duty”** goal—think of this as the minimal acceptable and relatively easy level of success for your chapter.

The next progressive level is called the **“Exceptional”** goal. Think of this as the goal that could be achieved if your chapter is really organized, committed, and well trained.

The high end of the goal range is called the **“Champion”** level goal. Think of this goal level as “best in class.” The Champion level is where DECA’s best chapters in the world operate relative to your chapters size, setting, and situation. The champion level DECA GOAL is achievable, but it will take extraordinary leadership to get there.

The final element of DECA GOALS is the **“Actual”** level. This is where your chapter currently stands toward pursuing your greater goals. The Actual level should be updated and reported frequently so officers and members know where you are at relative to your stated DECA GOALS.

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your chapter this year by place an “X” next to that menu item
- Once you’ve selected your chapter’s goals, establish a range of success for each of them using these levels as guidance:
 - Duty = Absolute lowest level of success your chapter will accept
 - Exceptional = The real goal you are seeking as a team
 - Champion = Your chapter’s “stretch goal” which would place your chapter among the DECA elite
- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year

X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Chapter Members				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region Leadership Conference				
	Attendees at Career Development Conference				
	Attendees at International Career Development Conference				
	Total Chapter Hours of School/Community Service				
	Funds Raised for School/Community Service				
	Total Number of DECA Scholarship Applications				
	Number of cumulative hours of training for members				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Entered				
	Number of Finalists at Career Development Conference				
	Number of Top 3 Winners at Career Development Conference				
	Number of Top 3 Winners at District Career Development Conference				
	Number of Finalists at District Career Development Conference				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-Awards/Finalists at ICDC				
	Number of Top Ten Winners at ICDC				

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X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Chapter Members				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region Leadership Conference				
	Attendees at Career Development Conference				
	Attendees at International Career Development Conference				
	Total Chapter Hours of School/Community Service				
	Funds Raised for School/Community Service				
	Total Number of DECA Scholarship Applications				
	Number of cumulative hours of training for members				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Entered				
	Number of Finalists at Career Development Conference				
	Number of Top 3 Winners at Career Development Conference				
	Number of Top 3 Winners at District Career Development Conference				
	Number of Finalists at District Career Development Conference				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-Awards/Finalists at ICDC				
	Number of Top Ten Winners at ICDC				

It's not about the number of goals you set. DECA success is about the number of goals you go and get!



X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	CAREER DEVELOPMENT				
	Number of Top 3 Overall Winners at ICDC				
	Number of Competition Prep Sessions Held				
	Number of Chapter Practice Competition Events Held				
	Number of Performance Indicators Studied				
X	MARKETING				
	Number of Brand New DECA Members Recruited				
	Number of Social Media messages posted				
	Number of Followers on social media				
	Number of Contributions to DECA Direct				
	Number of Presentations to School/District Officials				
	Number of Community Outreach Activities				
	Number of Press Releases sent to News Media				
	Number of News Articles Covering Chapter Activities				
	Number of Visitors to Chapter Website				
X	FINANCE				
	Total funds raised for the chapter				
	Number of Presentations to Prospective Partners				
	Number of Stakeholders Reached through Advocacy Efforts				
	Funds raised from Partners				
	Funds raised from Member Fundraising Activities				
	Funds raised from School/Community				
	Funds raised from School-based Enterprise				
X	HOSPITALITY				
	Number of Chapter Meetings Held				
	Average Attendance at Chapter Meetings				
	Number of Chapter Networking/Social Events Held				
	Number of New Members Oriented				
	Number of Chapter Outings/Excursions/Tours/Trips Held				
	Number of Meetings Participated in Online/Google Hangout/Skype				
	Number of Alumni/Professional Member Connections Made				



DECA CHAPTER PROGRAM OF LEADERSHIP

It certainly takes work to be successful, but DECA is about a lot more than work. We are about **LEADERSHIP**. We prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. The DECA Chapter Program of Leadership brings together the goals, programs, ideas, and opportunities chapter officers have for the year into one strategic leadership plan. The plan identifies goals to reach, why you want to reach them, who will lead the way, the timeframe for completion, and how it relates to the overall chapter's success effort.

ELEMENT	DEFINITION
DECA GOAL AREA	The core goal areas begin with your DECA mission and positions : _____, Career Development, _____, Finance, and _____.
GOAL VISION STATEMENT	What does success “look like” for each Goal Area? See the _____ first!
EXECUTIVE TEAM LEAD(S)	Who is the team member in charge of this goal? Begins with your _____ & _____ from the DECA Executive Team
KEY PROJECT INITIATIVES	What activities and initiatives will you do to achieve your goal? The initiatives make the _____ reach success.
SUCCESS CRITERIA	How will you measure the success of this initiative? This addresses _____ and _____.
TIME FRAME	When will this action take place? This specifies both a _____ and an _____.
PROJECT LEADER(S)	Who is leading this specific project and reporting success to the _____?
DECA SPIE PROJECT MANAGEMENT PLAN	This is the process that all officers and leaders follow! Stands for _____, _____, _____, and _____.

DECA CHAPTER PROGRAM OF LEADERSHIP EXAMPLE

DECA GOAL AREA: ☐ 1. Leadership ☐ 2. Career Development ☐ 3. Marketing ☐ 4. Finance ☐ 5. Hospitality

GOAL VISION STATEMENT

Become the source of great leadership on campus through 100% member participation in at least one DECA leadership program.

EXECUTIVE TEAM LEAD(S)

VP of Leadership

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

A
School
Service

Visible,
recognized,
physical activity

December 1-15

School Service
Director

B
Community
Service

Raise at least
\$1,000 for MDA

January 1-30

C
DECA
Campaigns

All campaigns!
Dominate DECA
Month

D
Attend the
New York
Experience

E
Go to Fall
Leadership
Conference

F

G

H

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA GOAL AREA: <input type="checkbox"/> 1. Leadership <input type="checkbox"/> 2. Career Development <input type="checkbox"/> 3. Marketing <input type="checkbox"/> 4. Finance <input type="checkbox"/> 5. Hospitality			
GOAL VISION STATEMENT			
EXECUTIVE TEAM LEAD(S)			
KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)
A			
B			
C			
D			
E			
F			
G			
H			