



I AM DECA STORIES

Guide prepared by TEAMTRI

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When someone asks you
“What is DECA?” you don’t
have to freeze up anymore!

Respond “ **I AM DECA** !”

Jibber Jabber



- Grab an index card and write down 1 original, open-ended question.
- When the music starts, stand up and partner up with someone you've never met before.
- Introduce yourself and tell them why you love DECA.
- Take turns asking each other the question on your cards.
- TRADE CARDS and repeat!

Be prepared to share some cool responses you get!

The DECA Story has 4 components:



DESCRIBE DECA [e.g. Mission]: Use descriptive words to paint a picture of DECA.

EXCITED ABOUT... [How has DECA positively impacted your life?]: Use personal success/opportunity stories.

CAREER INTEREST AREA... [What's your career objective?]: Remember business is not the only career area DECA is helpful in.

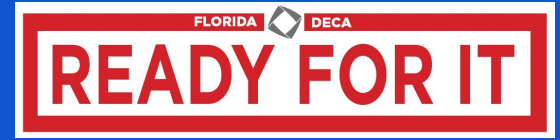
ACHIEVEMENT ACTION GOAL [Share your goal in DECA this year].

- Now try it yourself! -

EXAMPLE:

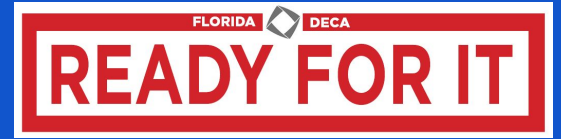
"Hello! I'm Charlie Brown from Peanuts DECA in Great Pumpkin, Minnesota where I get to serve as the Vice President of Finance. DECA is an awesome association of emerging leaders and entrepreneurs preparing for careers in marketing, finance, hospitality and management. I love DECA because of the exciting Careers Pathway Conferences they host each year like the New York Experience. My career objective is to become an investment banker. My goal this year is to be an international finalist in DECA's Financial Services competitive event. After that my plan is to attend Charles Schultz University and major in finance. Financial Services is just one of more than 50 competitive events in DECA's Comprehensive Learning Program. I invite you visit www.deca.org to see all of the great opportunities DECA has for emerging leaders and entrepreneurs."

Partner Up!



- Deliver your full I AM DECA Story to someone you have never met before.
- After each story, give your partner 2 compliments and 2 constructive pieces of criticism.
- Switch and repeat!

To the Stage!



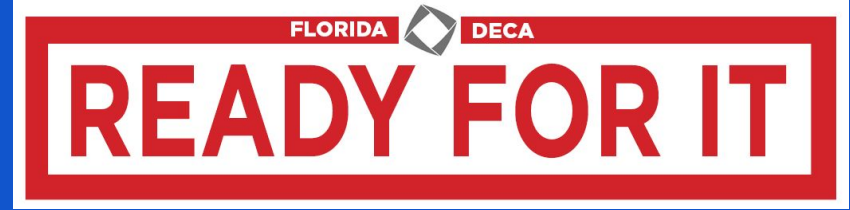
Who thinks their
I AM DECA story is
the BEST?

5 tips to make any story more powerful

- Be sure to story with a warm handshake- no limp hands, but not so powerful that you hurt someone either.
- Maintain friendly eye contact- people get suspicious if you can't look at them in the eyes and feel jilted if you're staring at your phone.
- If asked to introduce yourself in front of a group, be sure to stand up to deliver your introduction to make the best impression.
- Be interested in others before interesting- concentrate on the other person!
- Feel free to adapt your story for different audiences- an administrator might be interested in different parts of DECA than a potential new member!



Thank you!



“For any pitch to be
most effective, you have to
practice it at least
150 times!”