A GUIDE TO

BUSINESS ACHIEVEMENT AWARDS

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Table of Contents

Introduction to the Business Achievement Awards

What are the BAAs?

The Business Achievement Awards (BAA) is an individual achievement award program for active, paid high school members in FBLA. Participating students can enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in this program. There are four levels to the Business Achievement Awards: the Contributor Award, Leader Award, Advocate Award, and Capstone Award.

Awards That You Can Win

The BAAs aren't only a great way to get involved and learn, but you can earn prizes as well! Here are some ways BAAs further your personal and professional growth:

- Recognition
- Certificates
- Prize Money

Benefits and Advantages

- Develop Project Management Skills: The Capstone Project requires you to design and implement a complex project over a significant period of time.
- Develop Leadership Skills: As part of your Capstone Project, you will need to recruit a team of individuals with varied knowledge, skills, and experiences that can support you.
- Expand Your Network: The Capstone Project requires you to seek out a mentor and engage with individuals affected by your problem.

The Four Levels Expanded

Contributor Award (Level One)

Members are introduced to the foundations of FBLA and learn how to best take advantage of the opportunities available to them.

Welcome to FBLA (Required)

Objectives:
- Identify the mission and goals of FBLA
- Identify the benefits of participating in FBLA
- Understand the history and traditions of the organization
- Understand the structure of the organization
- Identify FBLA values and understand how best to model those values

Making the Most of Your Experience (Required)

Objectives:
- Discover the range of opportunities and benefits available to members
- Explore opportunities to engage during the FBLA experience
- Explore competitive event opportunities compatible with interests and strengths
- Utilize parliamentary procedures during your meeting
- Create adequate minutes for the meeting

The Four Levels Expanded

Leader Award (Level Two)

Members learn the fundamentals of leadership and explore their leadership styles. The Leader Level is the second level of the BAA program and is designed to introduce students to leadership concepts necessary to succeed as community-minded business leaders in a global economy.

Inner Leader

Learning Objectives:
- Describe the leader you want to be
- Define your values and describe how those values impact you and your life decisions
- Identify your communication style and how it impacts others around you
- Identify the communication style of others and create strategies for better interactions
- Describe diversity and the impact of words and stereotypes

Emotional Intelligence

Learning Objectives:
- Define the four components of emotional intelligence
- Link emotional intelligence to leadership skills
- Identify your emotional intelligence, individual strengths, and opportunities
- Follow a strategy to boost your emotional intelligence

The Four Levels Expanded

Leader Award (Level Two) Continued

Leading and Influencing

Learning Objectives:
- Identify traits that leaders have in common
- Differentiate between situations that you can and can't control
- Practice language that shows personal responsibility
- Become a 'lateral" leader
  - Lateral leadership focuses on balancing interests as much as possible. There is no hierarchy within the leadership levels.

Working in Teams

Learning Objectives:
- Describe the power of effective teams
- Identify and encourage the four building blocks for creating and maintaining effective teams
- Create S.M.A.R.T goals (described below)
  - Specific- Begin by defining what it is that you're trying to achieve. Be specific.
  - Measurable- Your goal must be measurable, so you can track your progress.
  - Attainable- Make sure the goal you set is possible to achieve.
  - Relevant- A SMART goal has to be relevant to your project. Consider your problem statement.
  - Timely- Your goal should have a timeline that contains a specific deadline.
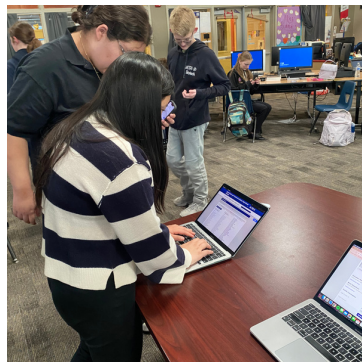
The Four Levels Expanded

Advocate Award (Level Three)

Members have the opportunity to select a business skill or content area that they would like to further develop. Once completed, members have the choice of continuing to the Capstone Project (Level Four) or selecting a new business skill or concept to earn an additional Advocate Award.

Overall Objectives:

- Explain the concept of ethics
- Describe ethical principles
- Explain the nature of honesty and integrity
- Demonstrate ways to show honesty and integrity
- Explain the importance of trust
- Demonstrate ways to build trust
- Explain the importance of acting responsibly
- Exhibit responsible behavior
- Explain the importance of open, honest communication
- Demonstrate techniques to foster open, honest communication

The Four Levels Expanded

Capstone Award (Level Four)

Participating members will design, complete, and reflect on a project that solves a real-world problem. Interested members can submit their projects for competitive review at the National Leadership Conference.

There are five stages and submissions that go along with the capstone project, these include:

Stage One: **Identify a Problem**

Stage Two: **Design a Solution**

Stage Three: **Make an Impact**

Stage Four: **Reflect**

Stage Five: **Final Project**

Capstone Award Expanded

Stage One: Identify a Problem

Deliverable Component: Inspiration (Component of The Why Deliverable)

Reflect on your why and provide a succinct explanation for what the inspiration for completing this project is. (100-150 words)

- What is the inspiration for your project?
- What personal goals do you have for completing this project?
- Why are you passionate about this topic?
- (If applicable) How have you been personally affected by this problem?
- Who is your customer/end-user? Be Specific!
- How are they impacted?
- Customer Research & Empathy: Reflect on your interviews and the empathy map you created. Dive deeper into who your customer is.
- Share specific stories from your interviews
- Share notes from your empathy map

Check out The Why Deliverable Guidelines

Capstone Award Expanded

Stage Two: Design a Solution

Examples of Solutions:

- Design a Sustainable Service Project: This means your project should continue to make an impact after your project is complete.
- Develop a Proposal for FBLA: This proposal could be for your local chapter, state chapter, or the national center. This type of project must be approved ahead of time by your intended audience.
- Start a Business: Do you have a business idea that would solve your problem? For this solution, you should be launching and running a business.
- Develop a Mobile App or Website: Do you have an idea for a mobile app or website that could solve your community problem?
- Design an Awareness Campaign: Your awareness campaign should include a sustainable component for this type of solution. For example, you might present a proposal to change a current policy at your school, school district, local government, state government, national government, etc.
- Invent Something: Do you have an idea for a new invention that could solve a tough problem?

Capstone Award Expanded

Stage Two: Design a Solution Continued

Deliverable Component: Problem Statement (Component of Project Proposal Deliverable)

Problem Statement: Based on your research, provide a concise summary of the problem being addressed.

This should include:
- Who is the end-user?
- What do they need?
- What is the goal?
- What is the solution and how does it solve the problem?
- What are your desired outcomes?
- What makes this project unique? How have you improved on the solutions of others?
- How is your project sustainable?

Project Proposal Guidelines
Advisor Approval

Mentor Role Guide

Recruit Teammates and a Mentor:

Yes, this is your project, but everyone needs some help! Here are a few ways to recruit teammates:
- Who is affected by your problem? Identify individuals that can provide insight into those affected by the problem. This might be someone directly impacted by the problem or someone who works closely with those directly impacted by the problem.
- Do you need to create advertisements for an event or a logo for a company? Recruit a creative friend to help you with design!
- Are you supporting an organization with your project? Identify one primary point of contact at the company that could support your work.
- Do you need to fundraise? Find some friends or companies who can help you.

Capstone Award Expanded

Stage Three: Make an Impact

Here are key ideas you need to execute within your project plan:
- Project Goals & Objectives
- Key Deliverables
- Key Stakeholders
- Timeline for the Project with Milestones
- Budget
- Potential Roadblocks
- Sustainability Plan

Deliverable: Project Plan   **Timeline Example Template**
Project Plan Guidelines   **Budget Template**

The Project Plan is your roadmap for completing the project. Use the guidelines above to create your project plan. Once you have researched your goals, make sure to execute them! When you implement your project, make sure you are taking note of any reflections you have during the process.

Stage Four: Reflect

Reflect on how your execution happened. Use data and personal experience to recount the impact you achieved.

Deliverable: Project Reflection

sing the questions provided above, prepare either a written reflection or video highlighting both your lessons learned and personal growth.

Written Reflection (~1 page)
Video (~2 minutes)

Capstone Award Expanded

Stage Five: Final Project

You must create a final project that is an overall reflection of your growth throughout the project. Here are some examples of project ideas provided by FBLA:

- <u>Website or E-Portfolio</u> – One option is to create a website or e-portfolio that can be shared via URL (Google or Office 365). This should be an interactive site that covers each of the components below excitingly. These sites or e-portfolios can be made private but must have clear directions for how to access them.
- <u>Workshop Presentation</u> – You can design a presentation to be given to your chapter, school, state, or community. If you do this option, you will need to provide a recording of the workshop along with all supplemental materials such as your slides and/or handouts.
- <u>Creative Video</u> – Rather than a traditional workshop, you can make a creative video that shares the results of your project. This video must still include all of the required components below.

OR

- <u>Report </u>– If you would prefer a written presentation of your results and reflection, you can submit a report. This report should be no more than 8 pages and should include visual elements that help tell your story such as tables, infographics, photos of your project, your project plan, etc.

Capstone Award Expanded

Final Components

All final projects should include (at minimum) the components listed below:

- The Why
- Solution
- Project Milestones
- Project Budget
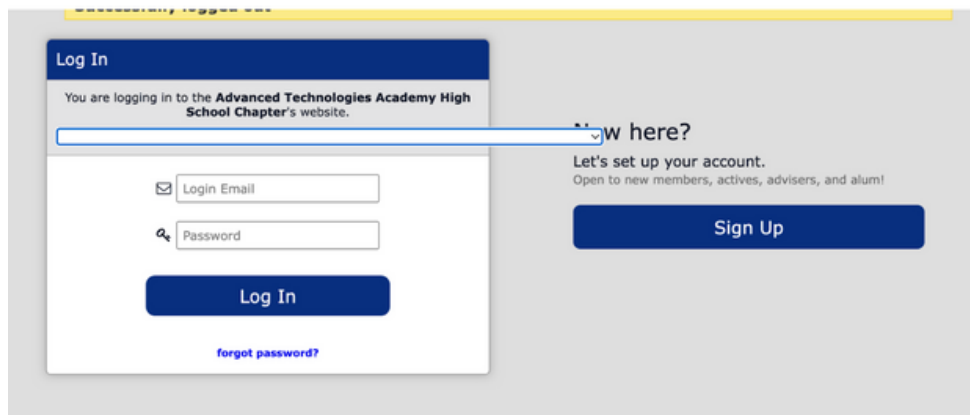- Team Management
- Lessons Learned
- Impact

More Resources:
- [FULL Capstone Student Project Guidelines](#)
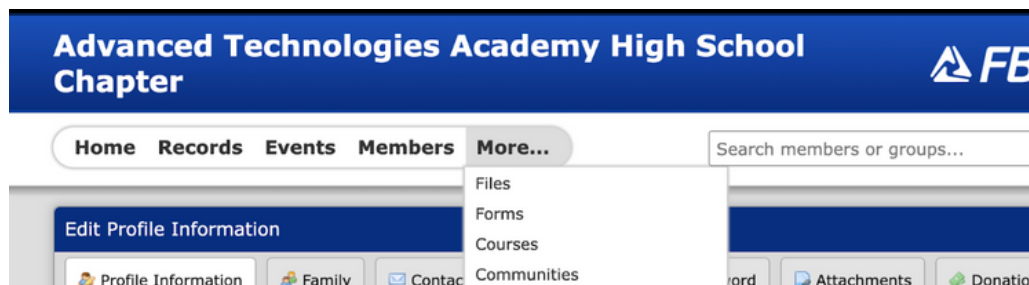- [Rating Sheets and Overview](#)
- [FBLA Education Programs](#)

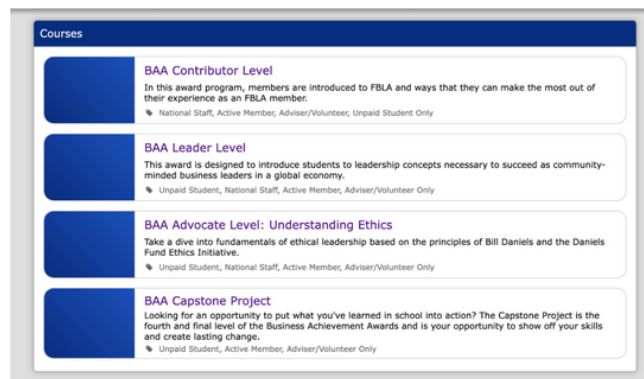# Navigation of FBLA Connect

FBLA Connect Tutorial: Member Benefits

1. You'll log in or create an account, and make sure your advisor has you registered for FBLA Connect!

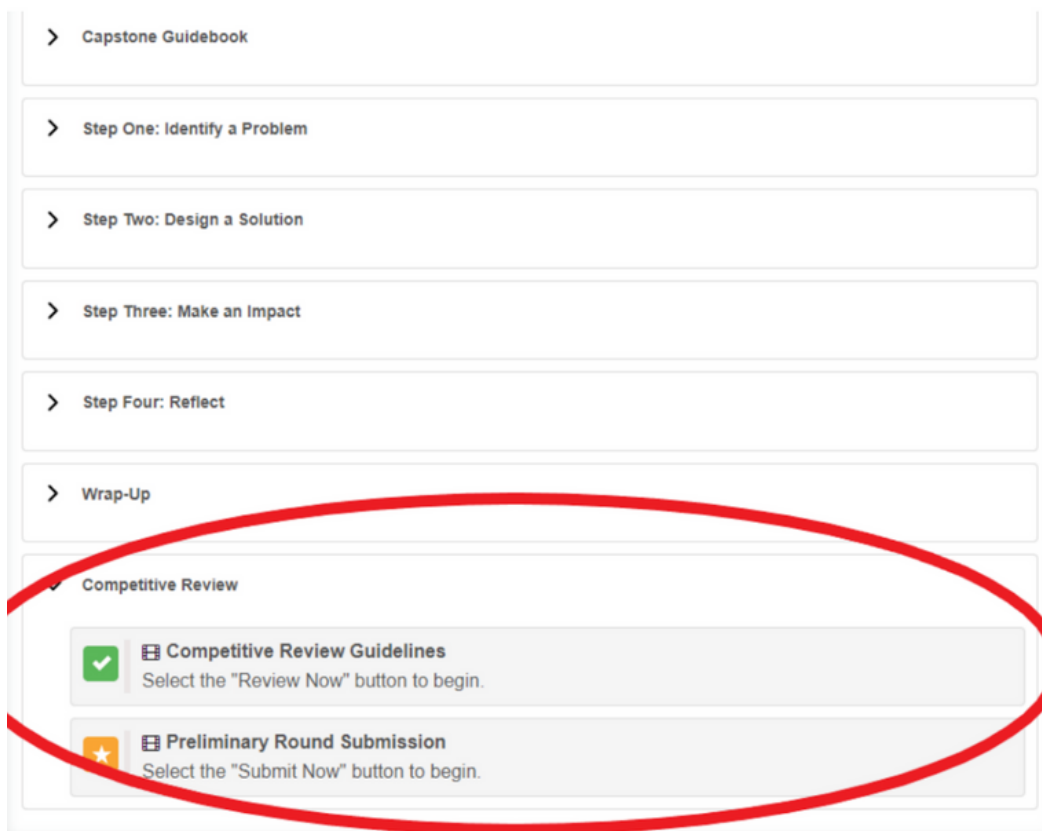**2. Click on "More..." and then go to "Courses"**

3. You can start! FBLA Connect even shows progress bars to see how far you are into each level.

Navigation of FBLA Connect

4. Once you are ready to submit your Capstone project, there should be a link within the Learning Management System. This will only be available if you fully complete the award levels.

This is the last thing you will see without finishing all the levels:

Deadlines

Here are some due dates for completing the Business Achievement Awards:

- April 1, 2024 - Recognition at SBLC
- May 3, 2024 (Midnight EST) – Deadline to submit the project for competitive review
- May 4 to June 1, 2024 – Preliminary Round of Judging
- June 2, 2024 – Top 15 individuals will be notified as finalists
- June 27 – June 30, 2024 (NLC) – Final Round of Judging (live at NLC)

Adviser Resources:

- FBLA Connect Tutorial: Important Tools
- FBLA Connect Tutorial: Adding Unpaid Members

Commonly Asked Questions

- How long will each course take?
  - Overall, it should take approximately 80 hours to complete, which includes the process of the Capstone Project.
- Do I need to complete each level in order? What order is recommended?
  - You are not able to move on and upload final assessments without going in order of the tasks or course levels. You will sometimes be able to skip around with interactive lessons!