



**DECA
LEADERSHIP
TEAM**

DECA
**EMERGING
LEADER**
SERIES



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.

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'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?

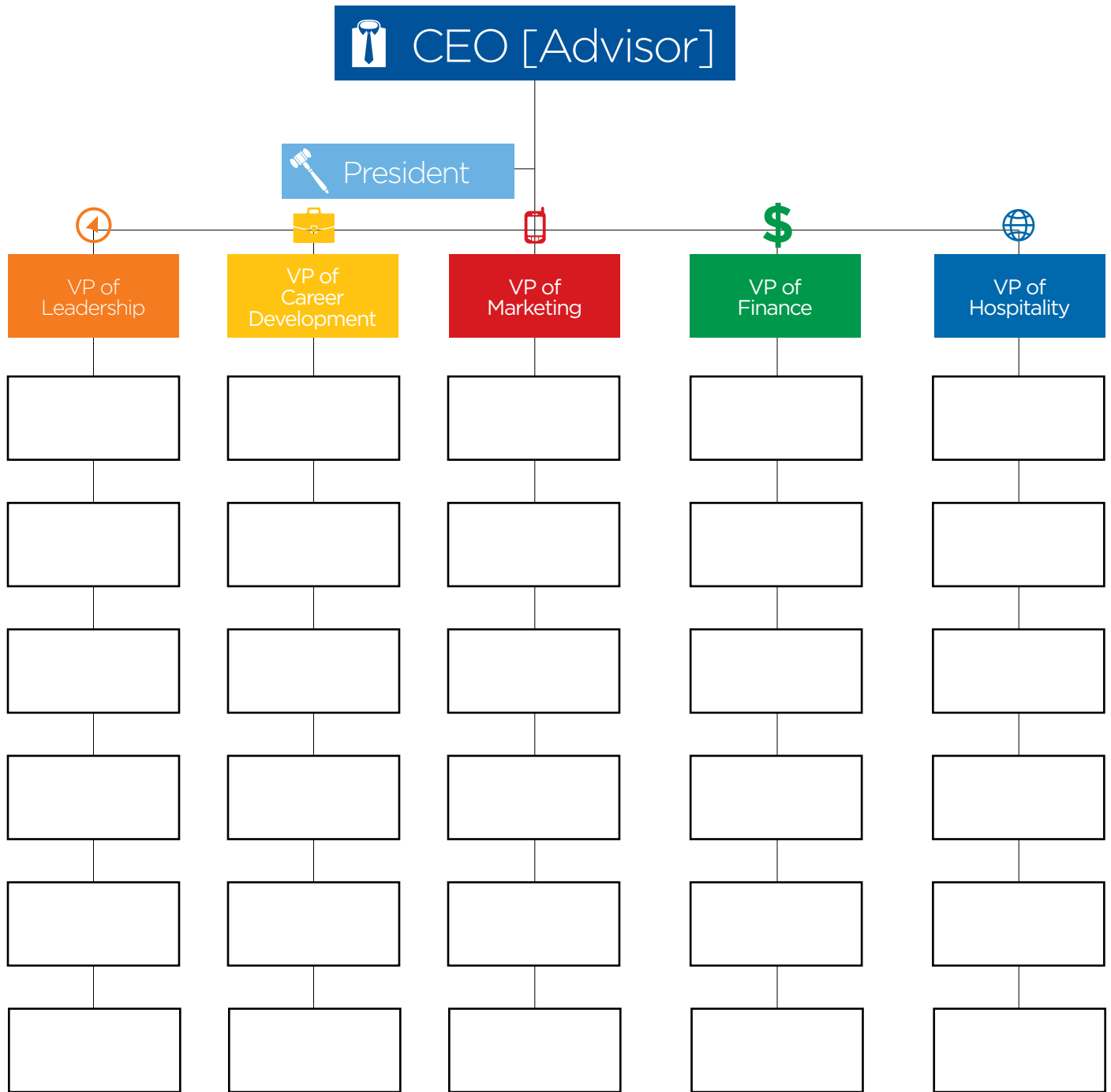
The DECA chapter leadership positions are a reflection of positions in businesses, corporations, and organizations. The roles are also similar, for example, the CEO and President of a Fortune 500 company is responsible for guiding the company, providing vision, and deploying resources effectively. The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

CHAPTER OFFICER DUTIES AND STRUCTURE

<p>Advisors</p>	 CEO [Advisor]				
<p>DECA Student Leader</p> <p>President Position Overview</p>	 President <p><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></p>				
<p>Model Chapter Executive Team</p> <p>Position Overview</p>	 VP of Leadership <p><i>Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.</i></p>	 VP of Career Development <p><i>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events</i></p>	 VP of Marketing <p><i>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.</i></p>	 VP of Finance <p><i>Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.</i></p>	 VP of Hospitality <p><i>Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</i></p>
<p>Team Structure</p> <p>Sample Project Manager/ Leadership Positions</p> <p><i>These could be appointed positions to committees or positions that fit your chapter size, goals and interests.</i></p>	<p>Leadership Team</p> <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 	<p>Career Development Team</p> <ul style="list-style-type: none"> • DECA Challenges Director • Principles Events Director • Series Events Director • Written Events 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 Events Director 	<p>Marketing Team</p> <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 	<p>Finance Team</p> <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 	<p>Hospitality Team</p> <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

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.



OFFICER RESPONSIBILITY 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.

INCREASE YOUR TEAM'S INFLUENCE

GROWTH OPPORTUNITIES FOR DECA TEAMS

Check the box next to the growth opportunities your DECA Team wants to improve this year.

- MISSION**
Can everyone on your team recite the DECA Mission from memory?
- TEAM SIZE**
Studies show the optimal leadership team size is six. How large are your DECA teams?
- INVENTORY**
Inventory the DECA Styles on your team. Are all four DECA Styles represented? What are the skills and networks of each individual team member? Are you using these to build DECA?
- GROUND RULES**
Has your team identified 5-10 rules of engagement to foster openness, respect, belonging, and grow through the stages of team development?
- FEEDBACK ORDER**
When seeking feedback on a new idea, ask for input in the following order: Analyzers, Caretakers, Energizers, and finally Drivers. Drivers are naturally tuned into thinking about “the plan” and will do the best job of summarizing everyone’s ideas into actionable steps.
- APPRENTICESHIP**
What is your team doing to apprentice and intentionally mentor younger leaders? Great teams look out for this year and next year and ensure there is a pipeline of trained emerging leaders to take their place. Identify them by name, ensure they get trained, attend team meetings, and get introduced to responsibility.
- MEET OFTEN**
Does your team meet frequently (weekly) with a specific agenda? Agendas should include social time for everyone to reconnect and build deeper relationships. Team agendas should include a way to grow leadership, updates on the latest from DECA, and status reports on EPIC DECA Projects.
- MAIN THING**
Is your team “keeping the main thing, the main thing?” Does your team review its DECA GOALS at each meeting to assess progress and make changes to the Program of Leadership as needed?
- SHARING**
Does your team have a central shared location to store documents, collaborate, and keep its work that everyone can access?
- PLUG IN**
Who is assigned from your chapter team to interface with your association and executive officer teams? Are your key leaders “walking websites” and experts on DECA?
- UP-TO-DATE**
Who is assigned from your team to keep track of new programs, opportunities, and recognition from your association and DECA Inc.?
- CEO ENGAGEMENT**
How does your team interact with the chapter advisor (CEO) to keep them informed, connected, and supporting your chapter?
- CHEER!**
How often does your team celebrate accomplishments, individual/team triumphs, or the success of chapter members? TIP! Seek out and celebrate members living out the DECA values.
- UNIFORM**
Does your team have a casual and professional dress uniform? Epic teams look like a team!
- I AM DECA STORY**
Can every chapter officer share a compelling I AM DECA Story?