



I Am DECA Story

A DECA Story is a brief explanation of what DECA means to a member, the experiences you've gained through the organization and how those experiences can benefit others. Crafting a DECA Story is essential to effectively communicate DECA to those who may not be familiar with our organization.

Here are some best practices to remember as you work to create a DECA Story.

- Create a master template of your DECA Story that can easily be tweaked to fit a particular audience. The story you tell potential DECA members should differ from that shared with your school's administration. For example, when talking to potential DECA members, you should include the opportunities to explore careers, travel to educational conferences and make new friends. When talking to school administrators or your school board, highlight that DECA is co-curricular and how that makes the classroom more exciting or rewarding.
- When creating a DECA Story, assume the person you're talking to has no prior knowledge of DECA. Avoid using jargon and acronyms.
- A DECA Story should be personal. The most important element isn't perfectly explaining DECA, but describing how DECA has impacted your life.

PERFORMANCE INDICATORS

This module's activities connect to the following National Curriculum Standards:

- Explain the use of storytelling in marketing
- Explain the nature of effective verbal communications
- Employ communication styles appropriate to target audience

EXAMPLE

"Hello! I'm James Garcia from Sunrise DECA in Denver, Colorado, where I 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 educational conferences they host each year, like the Sports and Entertainment Marketing Conference.

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 Cornell 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 to visit deca.org to see all the great opportunities DECA has for emerging leaders and entrepreneurs."

I AM	+	DECA
<p><i>Write your story below! Start with a warm greeting and state your name, DECA position and location. Then, follow the "DECA" model to share your story!</i></p>		<p>DESCRIBE DECA <i>What is DECA? What is the mission?</i></p>
		<p>EXCITED ABOUT <i>How has DECA impacted your life?</i></p>
		<p>CAREER INTEREST AREA <i>What's your career objective?</i></p>
		<p>ACHIEVEMENT ACTION GOAL <i>What is your goal in DECA this year?</i></p>