



enactus™ USA 2018 CONSULTATION PRESENTATION GUIDE

ENACTUS JUDGING CRITERION

Which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially, and environmentally sustainable way?

The Consultation Mentors will assess your projects and presentation based on your ability to communicate how well you are following the Enactus Judging Criterion as you develop your projects. The criterion is broken into the components listed below.

Defining A Need	Points	Points Possible
<p>Did the team conduct a thorough needs assessment?</p> <ul style="list-style-type: none"> ▪ <i>Does the team demonstrate they understand the core of the problem, and therefore have created an optimal solution?</i> ▪ <i>Is there an ongoing assessment of the beneficiaries' needs?</i> 		4
<p>Entrepreneurial Action</p> <p>Is the team's approach to solving the problem entrepreneurial in nature?</p> <ul style="list-style-type: none"> ▪ <i>Has a business mindset been applied to the project(s), process, content, and delivery?</i> ▪ <i>Does the team use a sustainable business model?</i> 		5
<p>Measuring Impact</p> <p>Does the team demonstrate measurable outcomes?</p> <ul style="list-style-type: none"> ▪ <i>An output is the direct product of inputs and activities and is generally measured in terms of volume of work;</i> ▪ <i>Whereas an outcome is the benefit or change for an individual or population after participating in the activity and as a result of the output.</i> 		6
<p>Does the team demonstrate they have empowered their target audience?</p> <ul style="list-style-type: none"> ▪ <i>Are the beneficiaries able to take the knowledge and/or skills they have learned and implement them in their lives?</i> ▪ <i>When the team steps away from the project(s), is it sustainable enough to exist on its own?</i> 		6
<p>Does the team demonstrate they have improved their target audience's livelihoods?</p> <ul style="list-style-type: none"> ▪ <i>A livelihood is the means and activities involved in sustaining an individual's life.</i> 		4
<p>Sustainability</p> <p>Does the team demonstrate they have executed their project in an economically, socially, and environmentally sustainable way?</p> <ul style="list-style-type: none"> ▪ <i>For the project to be sustainable, it must make sense economically as well as socially and environmentally, although one or more may have greater relevance for individual projects.</i> 		3
<p>Presentation</p> <p>Did the team effectively communicate how well their projects met these components of the criterion?</p> <p>Did the team clearly define their role in a project versus a partner's role?</p> <p>Was the presentation professional and well organized?</p>		2
Total Points		30

How Does It Work?

Enactus teams registered to present in the Regional Consultation at the 2018 Regional Competitions will be assigned a pre-designated time slot to present the current phase of a maximum of three (3) projects to a group of mentors made up of representatives from Enactus Partner Companies, Enactus alumni, and local experts. The Regional Consultation is not a competition and does not qualify teams to advance to the Enactus USA 2018 National Exposition. The Regional Consultation is an opportunity for Enactus teams to learn and receive feedback on their projects currently in development.

As teams present their project(s), the mentors will assign a point value to each of the categories based on the maximum number of points utilizing the rubric on Page 1. While teams will be given a score, the score is not representative of a team's ranking because, again, the Regional Consultation is a learning opportunity and not a competition. The points assigned are designed to provide insight into areas of opportunity for teams to focus on in the future. For example, if a team receives a 4 out of 4 in the "Improving Livelihoods" category, but a 2 out of 5 in the "Entrepreneurial Action" category, this will help guide the team toward applying more entrepreneurial concepts to their projects.

The mentors will be given a 14-minute feedback period at the end of each presentation to write constructive notes regarding your project(s) and discuss areas of opportunity with the team.

The 25-minute presentation format is broken down as follows.

- Introduction and passing out of Annual Report – 1 minute
- Team presentation – 10 minutes
- Feedback and discussion period – 14 minutes

Note: If a team finishes presenting before the 10-minute presentation period ends, the time remaining may be added to the feedback and discussion period. For example, if presentation ends at 9 minutes, the discuss period will be 15 minutes.

Presentation Materials

Each team will give a 10-minute, oral presentation to the mentors in a round-table discussion setting. No multimedia component is required. Teams are required to bring copies of an Annual Report to share with the mentors that can be up to 4 pages (see dimensions) in length, including the cover page. This document may contain a summary of your projects, graphs, timelines, current results, budget, and future plans for the project. You will be able to distribute this document in the first minute of your presentation so the mentors can utilize it to supplement the information you are presenting in your oral presentation.

Annual Report Dimensions

- Two 8.5" x 11" pages, double sided
- Four 8.5" x 11" pages, single sided
- One 11" x 17" page, double sided (folded)

Helpful Tips for Preparing Your Presentation

- Address the components of the scoring rubric. Use the rubric as a guide to format your presentation and make sure to cover the topics you know the mentors will be looking for. The rubric is designed to ensure your team is covering all aspects of the criterion when implementing your projects.
- Design your presentation in a format that is concise, professional, and outlines the facts.

- Be prepared by considering questions the mentors may have given the scoring rubric. Anticipating some of the supplemental information the mentors may want to know, will ensure you have answers prepared and will provide you with more time to discuss the suggestions and feedback they have for taking your projects to the next stage.
- Present on a maximum of three (3) projects. While a maximum number of projects is allowed, we strongly encourage you to stick to only one or two projects to discuss at the Regional Consultation. Ten minutes is not enough time to discuss multiple projects in detail and your team will receive the most helpful and in-depth feedback during their session if you spend your time addressing fewer projects.
- Practice your oral presentation multiple times and bring note cards to assist you in keeping track and remaining within your 10-minute presentation period.
- Utilize your annual report to share any additional, pertinent information with the judges that you are not able to cover in the presentation period.
- Attempt to use the full 10 minutes to present your project(s) to your mentors so they can gather as much information about your project as possible, and therefore will be able to provide detailed, educated feedback.

Registration and Locations

Registration for regional consultation will open the first week of January 2018 and will be available at the following locations:

- **Philadelphia, PA - March 19, 2018**
- **Chicago, IL - April 9, 2018**
- **Dallas, TX - April 20, 2018**

[Click here to register](#)