

# DAY ONE:

AN UNOFFICIAL GUIDE TO  
BUILDING A  
COMPETITION-READY  
ENACTUSTEAM



TO “**COMPETE,**” DERIVED FROM TWO LATIN WORDS MEANING **TO SEEK** OR **STRIVE TOGETHER,** IN ENACTUS IS NOT ABOUT A ZERO-SUM GAME WITH A SINGLE WINNER AND OVER 1,700 LOSERS. IN ENACTUS, BEING A CHAMPION IS **A DECISION,** A SERIES OF **ACTIONS,** LONG BEFORE IT CAN BE AN OUTCOME. IF YOU CAN EMBRACE THESE IDEAS, AND ARE READY TO “STRIVE TOGETHER” WITHIN YOUR TEAM AND WITH OTHERS, THEN THIS GUIDE IS FOR **YOU.**

# PART ONE:

## (RE)DESIGN FOR TRUE IMPACT

The first step in building a competition-ready Enactus team is so examine and adjust your team’s operational structure and purpose. Consider using a logic model and working backwards starting from the intended impact of your operations (projects) back to the inputs (time, money, team-members) needed to effectively implement them. Apply this process first to your team itself, and then your projects.

Table 1.1 Logic Model - Reducing Unemployment

INPUTS	OUTPUTS	OUTCOMES	IMPACT
<ul style="list-style-type: none"><li>• 10 team members</li><li>• 1000 hours</li><li>• \$25,000</li><li>• Materials</li><li>• Facility use</li></ul>	<ul style="list-style-type: none"><li>• Held workshops &amp; training programs for job-seekers</li><li>• Ran a campaign to bring new businesses and jobs to the area</li></ul>	<ul style="list-style-type: none"><li>• Jobs created</li><li>• Jobs filled</li><li>• People certified in a new skill</li></ul>	<ul style="list-style-type: none"><li>• 6500 people now earning a living wage</li><li>• Lowered local unemployment rate by 5%</li></ul>

Remember that the success of your Enactus team and its projects should be measured by impact, not only outputs. Are you collecting donations, offering consulting services, holding workshops, telling local businesses how to reduce their environmental footprint, making garden boxes? That's nice, but it's not impact.

## **TRUE IMPACT IN ENACTUS IS ABOUT FULLY AND SUSTAINABLY BRIDGING LIVELIHOOD GAPS.**

Your team held a resume workshop for unemployed people in your community. How many of them used the experience to land a job earning a living wage? Your team held a one-day can drive to collect food for local families. What happens next week? You provided cows as micro-loans to women in a rural village in India. Is there enough demand and a market for milk? Don't let your team fall into the output trap, the tendency to focus on only outputs because it is often the easiest and most memorable way to tell a project story. Enactus teams, businesses, non-profits, politicians, we have all fallen into the trap of "this project must have been successful because look at all of this stuff we did while working on it."

## **PRACTICE ENACTUS EXERCISE #1:**

To defeat the output trap, clearly define impact and success for your team and each of its projects. Hint: the answer is not "when we win the Enactus World Cup."

Our team is successful when \_\_\_\_\_.

This project is successful when \_\_\_\_\_.

Designing for true impact is one of two foundational elements essential to a successful Enactus team. The second will be introduced in section three of this guide. But first, let's get into competition presentation mode.

# PART TWO:

## THE COMPETITION PRESENTATION: PRESENTERS, SCRIPTS, MEDIA, AND DOCUMENTATION

In just over a decade, the following process and strategy have been used to develop presentations resulting in six Enactus United States National Exposition Final Four Round placements, two National Exposition wins, and one Enactus World Cup win. The teams that have used it started with no natural advantage, and had no financial support from their institutions. The following was written by the student who originally developed this recommended process.

### THE PRESENTATION TEAM

Remind yourself often that the Enactus competition process should be viewed as a celebration of your year, not the purpose of it. Otherwise your team's focus on true project impact could shift to doing what will look and sound the best. You have a story to celebrate. Aim to tell and celebrate that story through as many levels to as many people as possible. Treat preparation for the presentation as a project itself in your team, and put a small group of members in charge of it. If you have a unit of your team working on marketing or communication, it could fit well as an operation under them.

# SELECTING PRESENTERS

- Choose a date, no later than early January, to hold presentation team auditions.
- Make **ACTIVE, ENGAGED MEMBERSHIP** in the team a prerequisite for presentation team eligibility. Having to look outside of your own team to find people to tell its story shows a lack of team sustainability and the need for a stronger human-resource role in team operations. Better to find a group of passionate, engaged members in need of some public speaking training than a group of experienced speakers who know and care little about the story they will be telling.
- Test potential presenters individually by having them read segments of other presentations or require them to write their own about a selected project ahead of time. Test them in groups to see how they handle being in a team-based presentation.
- Remember that to the competition judges, your presentation team will reflect the full team. So make sure the presenters you select can have some chemistry and personality together without trying to be individual stars with drastically different styles.
- During the auditions, ask presenters to try something again in a different way you describe. If they are inflexible, this can be an indication they will have trouble adjusting to a team-style presentation and/or being coached.
- Have presenters expect and commit to a minimum of four hours per week to develop and practice the presentation. Check indicators of their ability to balance this with other commitments and academic performance. Having to replace someone later can derail your preparedness for the upcoming competition.

# FURTHER DEVELOPING THE PRESENTATION AND TEAM

**HOLD TO THIS SIMPLE PLAN - THE STUDENTS OF THE PRESENTATION TEAM ARE RESPONSIBLE FOR THE PRESENTATION.**

Other teams out there may have their faculty advisor write a presentation script for them, they might outsource their slides and media to a professional employed by their institution, they might have gathered non-enactus projects completed by others at the school to give a boost to their report - but not your team. Take away the competition process, the other teams, your school faculty and administration, all of it. What is left is a group of students pushing themselves to transform the world around them. Be that.

The judges at the Enactus Regional, National, and World Cup competitions are there to see what students are truly capable of, so show them. Even if it's hard, even if it takes longer and requires you to acquire new knowledge and skills to do it, (isn't that the point of college in the first place?) the students of your presentation team should write the script, design the annual report, and produce media and visual aids. **IF YOUR FACULTY ADVISOR OR SOMEONE ELSE DOES THIS FOR YOU, WHAT DOES THAT SAY ABOUT YOUR ENACTUS TEAM?** If you win a trophy in the end, what will it represent?

With this commitment in place, your presentation team needs to sharpen and strengthen itself. This is about more than practicing lines. Spend time together outside of practice to naturally improve team chemistry. Create opportunities for shared memories, inside jokes, eating together, studying together, learning each other's speaking patterns and how they breathe and act when about to start/stop speaking or answer a question. Small things like this can make a big difference at the competition. **TEAMS WIN ENACTUS COMPETITIONS.**

**BE ONE.**

# THE SCRIPT

The best scripted lines are those written specifically for the person who will speak them. And what better way to ensure a script aligns with the speaker's voice and personality than by having them write it themselves? Your presentation team members must become champions of your project and team.

## PRACTICE ENACTUS QUICK TIP: YOU'RE NOT DONE YET

Delivering the annual report presentation is exciting. Many members of your team will be interested in participating in some way. Teams are often tempted to bring all of their members up to the front for the question and answer portion of the competition presentation. But from a strategic perspective, this could backfire. It sends the message to the competition judges that your presenters are nothing more than talking heads about your team and projects, and need help from others when it comes to unscripted moments. Those five minutes can be even more important than the seventeen before.

Your presenters must immerse themselves in internal and external operations of the team. There are two main benefits to this: (1) Delivery sounds less like recall of a scripted line and more like a memory of a real experience. In a competition where judges will hear five, six, and sometimes even seven presentations in a round, authenticity becomes a competitive advantage. (2) Your presenters will not only have real experience to draw from in delivering the script, they will also be prepared to handle the five minute question and answer period at the end of the presentation.

Table 2.1 Which method(s) do you prefer?

<p>REGARDING A WORLD CUP WINNING PRESENTATION</p> <p>“We spent seven minutes of the live presentation on that one project. We went through at least twenty full rewrites of that section before the regional competition that year. But before all of that polishing to tell the project story, it was rooted in the first set of PowerPoint slides we put together to nervously pitch the concept to stakeholders almost a year earlier.”</p>	<p>REGARDING A NATIONAL EXPO WINNING PRESENTATION</p> <p>“We were in India working on a multi-year set of projects. The regional competition was in two weeks, and we had already memorized the script, but it still lacked some story and soul. We had just spent the day meeting with families impacted by multiple projects completed so far. I still remember sitting outside the entire night after that, talking and writing together. As the sun rose on the new day, we weren’t thinking about a trophy. We had a story worth telling and wanted to share it. We experienced it and wrote about it. Memorizing and telling it was the easy part.”</p>
<p>FROM A FACULTY ADVISOR</p> <p>“I’ve been doing this for almost a decade. We were a top team for a while and we can’t take risks that would embarrass the university. So I pick the projects, assign tasks, write the script, and we split it into parts one sentence or less. I don’t think the kids could handle memorizing more than that. They might complain, but at least we made it to the semi-final round this year.”</p>	<p>FROM A STUDENT PRESENTER</p> <p>Last year, we hated our own presentation. Someone else wrote the whole script, and the judges looked like sprinkler-heads trying to follow the repetitive order of each of us saying one line at a time. This year we wrote the script, made the video, designed the annual report, everything. And we went with two presenters per project on the presentation with longer, more conversational parts for each of us. We loved the presentation and so did the judges.</p>

## PRESENTATION MEDIA: SLIDES, VIDEO, VALIDATION

In the early days of Enactus (SIFE), teams used paper flip charts to provide visual aids for their presentations. Then one day a team brought a computer and projector, both nearly catching on fire trying to run an intense new software program called Microsoft PowerPoint. Today there are teams with professional multimedia operations rivaling a Hollywood studio with 4k video, drone shots, animation, music, and more. Particularly for new Enactus teams, competing at this level may feel impossible, but it’s not. Try the following advice from teams that have been able to put together an impressive presentation on a low budget.

# PRACTICE ENACTUS QUICK TIP: BACKUP PLANS

During live presentations, we have seen projector bulbs fail, computers start an uninterruptible update, and cables of all kinds not work properly. In certain regional competition locations and later rounds, you may need to connect to an in-house system with limited volume. If you did not create your audio/visual presentation in a certain way, it might not play properly. So always bring a backup option. Have your presentation saved on multiple flash drives, have a backup computer, make friends with other teams in case you need to make a quick switch of a projector. If you have audio, always bring a small backup speaker and a cable just in case. Bring your own power strip and extra cables. Technical difficulties occur for at least one team in nearly every round and league of competition. Make sure your team comes ready with backup plans and equipment to minimize the risk to your presentation.

## **PRACTICE EVERYTHING AND TEST EVERYTHING.**

First, it should be noted that your team is only required to provide competition judges with printed annual report documents and have at least one team member speak for up to seventeen minutes. But remember that judges are not robots. They are humans with limited attention spans. They may have judging sheets in front of them as a guide, but they will still be influenced by things like likability, how prepared and professional you seem, whether your team is acting like a team or a group of big egos trying to outshine one another.

Develop the media element of the presentation alongside every other aspect of it. Often, when a team outsources and/or separates the development of slides, videos, etc. those working on it can create something that distracts from the

presentation team. Your presenters will have a hard time building rapport and a relationship with the judges if they are fixated on and dazzled by what is on the screen the entire time. As a general rule, make sure that what goes on the screen enhances and strengthens the presentation, but doesn't become it. The best way to ensure this is done correctly is to **KEEP THE PRESENTATION TEAM INVOLVED IN THE ENTIRE DEVELOPMENT PROCESS.**

Table 2.2 Presentation Formats used by Enactus Teams

<b>PRESENTATION STYLE/FORMAT</b>	<b>PROS</b>	<b>CONS</b>
Scripted, short distributed lines, multiple presenters speaking in a repeated order	Easier to memorize. One missed line has minor impact on timing.	Judges get annoyed. People don't normally speak that way.
Scripted, longer parts, less speakers per presentation section	More conversational. Easier to build rapport with judges.	Longer parts to memorize. Missed parts significantly change overall timing. Non-speaking presenters may feel awkward.
Unscripted details with rehearsed main ideas	Requires little preparation.	Risk of time running out. Can seem unprofessional.
Controlled, slide-based media	Easier to create. Control over when slides advance.	Presenters dictate pace live. If they get too slow, you may run out of time.
Continuous Video Background during presentation	Just press play. Precise to planned timing of script. Better storytelling.	More work to create. Requires precise timing from presenters.
Adding music to the presentation	Sets pace and tone for presenters. Can align with moments of emotion.	Can make your presentation seem overproduced. Can be distracting to judges.

You should think of your presentation as a work of art. Every word, every visual aid, your presenters, their hand-motions, even the way you plug in and test a projector, all of it can influence the perceptions and behavior of your audience.

One team that has successfully used this approach is the La Sierra University Enactus Team. Here is the method they use:

1. After we select a group of presentation team members from within the Enactus team, they spend two weeks further immersing themselves into our projects and spending as much time as possible together.
2. The presenters break into smaller teams to begin rough drafts for the projects they believe we should focus the presentation on. We also discuss a natural theme which may have emerged during the year to capture the essence of our team and operations. This will later guide us in weaving certain threads throughout the presentation from the introduction to ending.
3. We read through the drafts and begin bridging and adapting them. One project could be the best example of the way our team does things. The results of a long-term project could serve to prove we can handle future plans for a big new project. The presentation needs to be a single, effectively designed experience for our audience.
4. We use one of our phones to record multiple read-throughs of a near-final draft of the script.
5. We start a new video project using Adobe Premiere. The audio track we recorded on a phone is the first thing added to it. Then we start placing photos, video clips, slides, and animation on top of it. Our team likes to go for a sort of epic style overall, so we often will add music to this as well.
6. We repeat the process a few times of recording more polished script reading and adjusting the video to it. Once we have a consistent timing and the visual track is complete, all we have to do is mute the audio track of our voices and we have a presentation-ready video that is in perfect alignment with our pace and tone.
7. The team member who will start up the computer and projector at the competition practices with us, giving us subtle signals if we need to gradually adjust our pace to better align with the video.
8. During the competition, we go early to the competition area and find a spot nearby to practice and test our equipment. When they announce our team, the presentation cart gets rolled in and plugged in within thirty seconds while non-presenters pass out annual reports to the judges. Presenters walk to the front when the league coordinator gives the one-minute signal. All of this together maximizes the view that we are prepared and professional, and minimizes awkwardness of presenters standing at the front for three minutes.

# PRACTICE ENACTUS QUICK TIP: DOCUMENTATION

When there is project work to be done, it can be easy to forget to capture and document the moment and results. Follow these tips and you'll be better prepared for competitions, recruiting opportunities for your team, and targeting potential sources of funding.

- If we don't have pictures or video of it, it didn't happen. Start simple with a tradition of taking a group photo at the start of every team meeting.
- Create a memorandum of understanding with any project partner. Include your team logo and clear language that shows your team's role in the project. Many teams have been vague about partnership details in Enactus presentations. Include documents like these on-screen during your presentation as validation of your role and direct results.
- Even without professional equipment, you can capture HD photos/video with smart phones. Turn the phone horizontally for this. Most presentations need media in the wider 16:9 format.
- Every year, many teams don't even try to apply for Project Accelerator grants through Enactus United States and partner organizations. Often use of funds can be proposed to include equipment and software needed to document your project(s).
- Wear Enactus-branded gear when implementing your projects. It looks great on-camera and makes it clear to competition judges that your team members did the work described in your presentation.
- Make it a goal to not have to use any stock photos or to stage previous activities that weren't documented properly.
- Don't let the annual competition process be the only time you engage with an audience. Create materials, presentations, and videos year-round for the purpose of recruiting new team members, getting donors and grantors on-board, and building support in the community. Today's presentations bring you tomorrow's connections.

# PART THREE:

## PRACTICE ENACTUS - TEAM IDENTITY, PHILOSOPHY, INTEGRITY

Enactus is a global organization with a global network of teams. It has a carefully crafted brand and identity, handbooks and guidelines for teams, and an observable competition process. For an individual team, there is a clear template provided from the organization and often an operational status quo defined by those rewarded in the competition process. If your team is seeking to win the next World Cup, you ultimately have two paths to choose from: (1) become the best example of the status quo. Remind the judges of their judging sheets and show that you are in such perfect alignment with the guidelines that they have no choice other than to choose your team to win. (2) Differentiate your team from the anticipated status quo. Transcend the competition process itself and make the judges forget about their judging sheets. Rewrite the rules and instead of making your team the best example of the status quo of Enactus, make your team the best example of the spirit of Enactus. Aim to become the best demonstration of what students in our world are truly capable of. This is the harder path, but is how individual teams can help move the entire global organization forward.

# TEAMS WIN ENACTUS COMPETITIONS. BE ONE.

On your campus, is Enactus viewed as a typical club with a faculty member in charge? Is it a class where the student role is one of completing tasks and learning about project management? Is it all about the presentation team? Are you all business students? Do you have a mission or do you design projects for specific communities or needs? Think of your team as a person. Who are they? What is their motivation? What is their personality? Why would someone want to interact with them? How does this identity impact the projects you design, the members you recruit, and the presentation you create? Does your presentation allow the audience to understand and develop a relationship with your team as they experience it.

## PRACTICE ENACTUS QUICK TIP

Competition judges in the United States normally judge between four and seven teams in a round of competition. Don't just base your presentation on winning "points" on their judging sheets. Imagine the judges are going to ask themselves "Which of these teams would I most want to join if I were a student myself?"

## INTEGRITY FIRST

Have you ever watched an Enactus presentation and wondered "Did they do that or was it the work of their project partner? Are those the results of a completed project or the optimistic projections of an unfinished one?" While each team submits a signed project verification form before competing, and while judges receive an orientation, raising the standard when it comes to integrity in what we do and present as teams starts with us. Consider for a moment the term "project." There are teams who consider a one-hour activity to be a project; others who view creating a prototype,

website, or app as a project; some who consider volunteering time with or raising money for another organization as a project; some who create multi-phase and multi-year projects; and still others who design a whole series of projects within a five or ten-year plan to transform a community. Judging and comparing such projects can be difficult, especially if a team leaves out details on partners, timeline, actual impact, and more. With limited time for your presentation, and the desire to impress the judges, important details can be unintentionally overlooked. Go over each line in your presentation to make sure it is accurate and in the spirit of Enactus. Always choose your integrity above a trophy.

### Table 3.1 Integrity First

Adopt and add to the following rules to help you avoid this problem and make the Enactus competition process even better for all involved.

- Clearly define partner roles and credit partner work if you didn't do a project alone.
- Your annual report presentation should be about what you completed this year. If background from a previous year is important, clearly define it and its results as such.
- Indicate which of your projects are brand new this year. Be clear to the judges if a project has not yet achieved measurable results.
- There is a difference between "we did a thing" and "a thing happened." If you find your team trying to justify presentation script wording as "well technically we aren't lying if we say it this way," you need to have a talk together as a team.
- Be careful when faculty, administrators, alums, or others suggest a script change. They are trying to help you, but may not have all information needed to understand whether that change would alter the accuracy and integrity of your presentation.
- Sometimes a presentation draft is created to include results likely to be achieved by the day of the competition. Always make a note of these points and make sure they are frequently checked and corrected before competing.
- If another team or project inspired yours, give credit where credit is due.
- There is a difference between "we told another team about our project and they liked it," and "we invited another team to implement our model in their community and here are the results."
- Don't include an animation in your presentation of your project spreading to locations popping up on a globe unless it actually did. Don't show a ripple effect of Enactus teams everywhere joining in your idea if they haven't. Visuals of potential impact look wonderful, but are misleading if not described as such at the same time.
- If your school did a project that your Enactus team wasn't directly involved in, don't take credit for it. Even if your school says it's ok, it's not.

# INTRODUCE YOURSELF

One of the most important and debated elements of an Enactus presentation is the introduction. How do we start this thing? The status quo corporate presentation normally begins with the verbal equivalent of the “About Us” page on a company website. We learn your names, some information about your school, and some general information about your team before getting to the actual projects. But there are four important things to think about here from a strategic perspective:

1. There is a time limit. Your school administrators may love the idea of taking the first five minutes to show a video about your school and its college ranking results, but it comes at the cost of taking the competition judges deeper into the story of the people impacted by your projects.
2. Ask yourselves “what is the point of our presentation and how can we make it or lead towards it as early as possible?” Remember that there are more ways to introduce yourselves than with “Hi! My name is John and I’m a business major!” The judges will forget your names, majors, and favorite foods. Help them meet the essence of your team itself in the opening lines of your presentation.
3. If there are seven teams in your league and you expect the other six to go with a status quo introduction, you have an opportunity to differentiate yourself. As the judges prepare to take another five-minute mental nap like they did while waiting for the other six teams to get to the point, start your presentation with a big, bold statement.
4. If you aren’t building rapport with your audience within the first thirty seconds of your presentation, you may never get them back. When you first meet someone, do you have them watch a short orientation video about you before you shake their hand? You are seeking to build a relationship with your audience.

## PRACTICE ENACTUS QUICK TIP

When it comes to the competition process, focus on what you can control as a team. You can control how much time you put into your work. You can control the words and visuals you choose to use in your presentation. You can control what you put into your annual report document. You can control your actions and behavior when reacting to the progress of your team and your competitors through each round. You can’t control what the other teams do or say in their projects and presentation.

# PREPARING FOR Q&A

Here are eight tips recommended by successful presentation team members.

1. While writing the script for your presentation, identify questions you expect or would like for the judges to later ask. Some of these are too important and should be addressed multiple times through the content of the presentation and annual report document.
2. If there is a question you want the judges to ask, think logically and plan certain lines in your script meant to get them curious to learn more.
3. If your team is presenting second or later in a competition league, have at least one non-presenter sit in that league and text you information on the questions the judges are asking other teams. Remember that the competition process isn't just about what happens while you are delivering your 17-min presentation. Every other moment should be considered also as part of your presentation. Scouting other presentations, acting professionally as a team in the competition venue, your team President shaking hands with his/her counterpart from another team on-stage before drawing a league slot, everything can have an impact.
4. Avoid needing to bring up additional team members only for the Q&A portion of the presentation. It makes it look like your presenters are only good at speaking and not really engaged in or knowledgeable about the team. More often than not, this is viewed as a weakness. In addition, now you have a bunch of other people who want to be heard. You are increasing the likelihood that a question will be answered incorrectly or multiple times for a taste of the spotlight.
5. Before you even start writing the presentation script, have long conversations as a presentation team about the team and projects. The best Q&A answers happen because the person answering had an authentic conversation with someone about that or a similar question before.
6. Have your presenters spend time together as much as possible. Multiple presenters tripping over each other to answer (or not answer) a question at the same time, cutting each other off, or not knowing when to add on or not, it can all be avoided through the same process as learning the script itself - practice and experience.
7. Have every presenter stay current with business news, and read content relevant to the projects they are presenting on. Imagine being able to answer a question

with “this morning’s Wall Street Journal had a great article about that very issue (describe) and it is something our team focused on from the start of our project. Here’s how we did it...”

8. Remember that one second feels like an eternity to you but not the judges. Listen to the question. Breathe and process. Give the best answer. If a solid answer has been given, it is normally a bad idea for another team member to try and add more to it. Trying to burn the clock as a tactic of avoiding too many questions becomes quickly obvious to the judges.

## PRACTICE ENACTUS QUICK TIP: THE HAND, THE HEAD, THE HEART

Try out this presentation structure designed by John Razzouk, an Enactus Alum and World Cup Champion.

- The Hand (The Invitation) - this is where you introduce your presentation or segment. Imagine you are inviting the audience to come and see something you want to show them. Rapport-building begins in this stage. You want the audience listening to and looking only at you, not the screen.
- The Head (The Common Ground) - Validate the intelligence of your audience. Demonstrate that you know and understand their point of view. Make them feel comfortable with you before you try and bring them over to your way of thinking. Anticipate the flow of thought in your audience and use “asides.” Use lines like “Now you’re probably asking yourself what about \_\_\_\_\_? Great question, let’s take a look.” Get on the same page with your audience before you ask them to turn that page.
- The Heart (One of Us) - Now that you can see what we see and know what we know, do what we do. Your call to action belongs in this part of the presentation. Your audience trusts you now. You have a relationship and rapport in place. So reestablish the invitation part of your presentation as a call to action, drop the emotional hammer with story and impact, and make them forget there is even a competition going on.

# PART FOUR:

## ARE WE DONE? POST-COMPETITION TEAM SUSTAINABILITY

This part of your competition guide is short, but one of the most important. Do you remember the earlier statement that competition should be viewed as a celebration of your year and not the purpose of it? Put this to the test. If you are not a rookie team this year, ask what happened in the minutes and days after the winning teams were announced at the competition. Did your team get back to work right away or does it feel like you had to start all over again this fall? Did you still view your projects as successful ones only if you won a trophy? Bottom line: did your team cease to exist, relying on a faculty advisor or leader in the team to try and rebuild it?

Team sustainability is more valuable than any trophy. It represents the capacity of your team to achieve its true mission, to start and complete new and continuing projects, and to be what many of your members likely intended to join in the first place. The true measure of the strength of any Enactus team is found in what they do when the excitement leading up to and at the competition is over. Focusing on being a true, sustainable team that designs all of its operations for true impact, putting people first in your projects, and integrity first when you present them - that is what it takes to be a champion, a true competitor, one who embraces the true spirit of “striving together.”

We hope you and your team found this Unofficial Guide to Building a Competition-Ready Enactus Team helpful. Have feedback to share? Please contact John Razzouk at [jrazzouk@lasierra.edu](mailto:jrazzouk@lasierra.edu).