

3DE by Junior Achievement is a groundbreaking new educational model that engages local students in business case challenges that are exciting, engaging, and authentically connected to the complexities of the working world. As a 3DE business partner, you will be given the invaluable opportunity to introduce your company to hundreds of high school students while also helping them to gain the confidence and master the essential skills (e.g., critical thinking, effective collaboration, engaging communication, etc.) that are needed for their future workplace success. The table below outlines the key steps of the 3DE case challenge process as well as the level of commitment that would be required of your company as a 3DE business partner. On the backside of this handout is a timeline of the key steps.

Phase	Description	Your Company's Commitment
1. Design	Our 3DE team has already designed several case challenge scenarios and will lead your company in the selection of a case challenge that highlights your business, its values, and its priorities.	<ul style="list-style-type: none"> ○ What: share information and ideas (three 30-45-minute calls) ○ Who: your company champion (plus others, optional)
2. Activation		<ul style="list-style-type: none"> ○ What: "huddle up and get organized" with our 3DE team (one 45-minute call prior to the launch) ○ Who: your company champion (plus others, optional)
3. Official Launch	During the case challenge launch, students will learn about your company and will be presented with their official case challenge. <u>No company involvement required.</u>	
4. Research	In groups of 4-5, students (with the support of teachers across all disciplines and 3DE instructors) will conduct research and begin to develop a pitch that responds to the case challenge. <u>No company involvement required.</u>	
5. Coaching	<p>Midway through the case challenge, company volunteers will visit the school to serve as coaches. Each group of students will be given approximately ten minutes to informally share their solution/pitch their ideas and receive individualized feedback and encouragement from coaches (minimal preparatory work and no "presenting" required of coaches).</p> <ul style="list-style-type: none"> • This tends to be the most personally rewarding step for both our students and our company volunteers! 	<ul style="list-style-type: none"> ○ What: receive training on how to coach and how to judge the final competition (one 45-minute call) ○ Who: 4-6 individuals from your company ○ What: serve as coaches and provide feedback to students (from 9am-4pm at the school) ○ Who: 4-6 individuals from your company
6. Completion	Student groups will continue to work on and finalize their pitches. Teachers will then select the top four groups to compete at the culminating event. <u>No company involvement required.</u>	
7. Culminating Event / Debrief	The top four groups will engage in a final pitch competition. All students will learn more about your company and its careers through presentations, activities, games, and/or site tours.	<ul style="list-style-type: none"> ○ What: work with the 3DE team to plan the culminating event (one 45-minute call) ○ Who: your company champion (plus others, optional) ○ What: host the culminating event and judge the final pitch competition (from 10am-2pm at the school, company HQ, or a 3rd-party site) ○ Who: 4-6 individuals from your company ○ What: discuss overall successes/challenges with our 3DE team (one 45-minute call after the culminating event) ○ Who: your company champion (plus others, optional)

For minimal time and treasure (\$3,333/year for three years), your return on investment will be immeasurable.

Business Partner Engagement Timeline

1. Design

2. Implementation



January, February, **or** March, prior to start of school year

during school year (could take place August-April)



3 total touch points over 3-4 weeks



6 total touch points over 13-14 weeks

