

“BUSINESS & ENGLISH STUDENTS TOGETHER” (BEST) CHALLENGE

Welcome to the BEST Challenge! This unique campus competition brings together teams of UW-Madison Business and English majors to tackle a real-world organizational problem and craft a viable solution. As a student participant, you and your teammates will engage in an integrative problem-solving experience similar to workplace situations you will encounter as you begin your career.

What is the BEST Challenge?

The BEST Challenge consists of two different deliverables, each with its own prize:

A “pitch” developed and presented by your team before a panel of judges, proposing a solution to this year’s Challenge.

Prize: \$2,000/team. The winning team will also receive \$500 which team members will donate to UW-Madison academic unit(s) of their choice.

A 2-page individual reflection on your team’s evolution during the BEST Challenge and your own performance within the team.

Prize: \$200 “Personal BEST” award for the individual participant with the strongest reflection paper.

Why should I participate?

Apply your intellectual skills to a real-world challenge

Develop your workplace skills

Learn to leverage the different strengths of multidisciplinary teams

Network with campus & business leaders

Earn Certificate of Participation & **Win** prize money

Have fun!

Questions? Contact Sunny Chan, Career & Internship Coordinator, sschan6@wisc.edu

What's the schedule?

February 8, 5:15 – 7:15 PM – Launch Party where this year's Challenge is revealed (1266 Grainger)

March 1, 11:59 PM – All submissions due (team slide decks + individual 2-page reflections)

March 2, 5:15 – 7:15 PM – Team presentations (1266 Grainger)

How can I participate?

- 1. 1) Form a team and register for the BEST Challenge.**
- 2. 2) Attend the Launch Party (February 8) to discover this year's Challenge.**
- 1. 3) Work with your teammates to develop your proposal.**

Proposals should answer:

- What is your proposed solution to the challenge (describe your product, service or event(s))?
- Who is your selected audience?
- What are the challenges or obstacles that your intended audience faces in regards to the challenge?
- How does your proposed product, service or event(s) address these?
- What evidence do you have that your proposed product or service could credibly be put into practice (e.g. interviews, observations, feedback on "prototypes" in the form of storyboards, mock-ups, etc.)?

Be prepared to answer questions from the judges about how you developed your proposal and what unanswered questions you would want to investigate if you were to go further in developing your solution to the challenge.

- 1. 4) Write your 2-page individual reflection.**

Stronger reflections will include specific examples and will be vivid, addressing issues such as:

- What was your most important contribution to the team?
- What was one important thing you learned from your teammate(s)?

- How do you think your teammate(s) were feeling at a key juncture of the project?
- How did you invoke different skills and abilities as your team worked together?
- What unexpected barrier(s) arose during the Challenge and how did you cope?
- What about the way your team worked together helped you create your proposal?
- What would you do differently next time?