



BBB Ethical Challenge – Competitor Success Guide

Your Mission

Use the Clemson STAR Model to solve the ethical dilemma and convince judges that your team thoughtfully considered multiple options before choosing the best solution.

Presentation = 2 Minutes | Team Size= 3-5 Members

<i>Include</i>	<i>Be sure to...</i>	<i>Before you present, make sure</i>
★ STOP	Clearly explain the ethical dilemma, identify stakeholders, and present at least 3 possible solutions. Show judges that you considered different perspectives before making a decision.	✓ We clearly explained the dilemma ✓ We identified who is affected. ✓ We presented at least 3 distinct options.
★ TEST	Apply the required ethical tests to your options. Explain how the tests supported or challenged each choice. Focus on reasoning, not just naming tests.	✓ We used the required number of ethical tests. ✓ We explained how each test influenced our thinking. ✓ We compared multiple options before deciding.
★ ACT	Clearly state the solution your team selected and explain why it is the best choice. Describe what would happen next and who would take action.	✓ We clearly stated our solution. ✓ We explained why it is the best option. ✓ We described how the solution would work.
★ REFLECT	Explain what was learned from the decision-making process and how experience could help in future situations. Show growth and leadership.	✓ We discussed lessons learned. ✓ We explained what we might consider for the future. ✓ We connect our reflection to leadership and ethical decision-making.
TEAMWORK & DELIVERY	Every team member should participate. Speak clearly, confidently, and make eye contact. Practice smooth transitions between speakers	✓ Everyone has a speaking role. ✓ We practiced our timing. ✓ We can answer judge questions.
VISUAL DISPLAY	Create a display that supports your message, highlights STAR steps, and helps judges understand your solution. Keep it organized and easy to read	✓ Our display supports our presentation. ✓ Important information is easy to read. ✓ Our visuals help explain our solution.

⊗ Avoid These Common Mistakes

- Jumping to a solution too quickly
- Forgetting key stakeholders
- Skipping reflection
- Letting one person do all the talking
- Reading directly from notes
- Creating a visual display that distracts from the presentation

Resources for Success

Being Better Betas Curriculum

Learn the STAR Decision-Making Model and ethical reasoning process.

Mock Pitch Video

Watch a sample presentation and see STAR in action.

The Being Better Betas Ethics Challenge serves as an introduction to ethical decision-making using Clemson University's STAR Decision-Making Model. Top-performing teams are invited to participate in Clemson University's prestigious [Harry and Ina Durham Endowed High School Ethics Case Competition](#), where students present more advanced ethical analyses before a panel of professional judges. As a judge, you are helping identify and encourage the next generation of ethical leaders and decision-makers.