



3DETM
BY JUNIOR ACHIEVEMENT

LEVEL UP

10.3 CASE
CHALLENGE

NEWSLETTER

THANK YOU



**FORT
FINANCIAL**



JOURNEY TO THE TOP

Becoming a finalist team is no easy task! The first round of judging takes place far before the culminating event. The top teams are selected during internal judging that takes place back in 3DE launch classes. From there, a top team is selected from each house's class period and an overall finalist per house is chosen to move on to present to the company's business professionals. These finalists work extremely hard rehearsing and perfecting their presentations. Once they make it to the stage, they have earned all the applause.

Fort Financial Credit Union, while a not-for-profit financial institution, eagerly jumped on board to partner with 3DE by Junior Achievement. From designing their company's case challenge to inviting North Side's sophomore class to their new corporate headquarters, Fort Financial was fully invested in the success of North Side's 3DE students and held true to their commitment of valuing the communities they serve.

**"We are
people
helping
people."**

-Fort Financial Credit Union



Case 10.3 was based around the competency of cultural agility. Students were challenged to assess situational norms and take on the lens of differing perspectives using a customer persona analysis.



"All of the students should be proud of who they are and how they represented themselves to Fort Financial. It is great to see the level of work that is being invested into these students." - J Arnold
(FFCU Senior Vice President & Chief Lending Officer)

RISE TO THE CHALLENGE

From designing a theme park during day one of launch to the culminating event at Fort Financial's headquarters, students engaged with each step of the case process. They rose to the challenge to read context clues and identify stakeholder perspectives to swiftly develop and adapt techniques that foster positive relationships and drive optimal performance. While the difficulty level may be rising, the hard work of the sophomore class is increasing right along with it!



THANK YOU COACHES!

Coaching extends far beyond that of one day in the Media Center. Prior to coaching day, teams prepare questions for the business coaches as well as an initial pitch. Coaches provide constructive feedback and challenge students to further develop their pitches. Students then implement the insight gained from the coaches to continue to mold and enhance their ideas—ultimately leading to viable solutions for the company to actually implement.



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