

Contestant ID: _____

Time: _____

Rank: _____



ETHICS AND PROFESSIONALISM

(540)

REGIONAL 2026

FINAL

Preparation Time: 20 minutes

GENERAL GUIDELINES

Failure to follow any of these rules may result in disqualification:

1. **Submission Requirements:** Contestants must submit this test booklet along with any printouts.
2. **Permitted Items:** Only the equipment, supplies, and materials specified for this event are allowed in the testing area. Previous BPA tests and sample tests (whether handwritten, photocopied, or typed) are not permitted.
3. **Electronic Devices:** Electronic devices will be monitored according to ACT standards.
4. **Copyright Compliance:** A contestant will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.
5. **Topic Adherence:** Contestants who do not submit an entry that follows this topic will be disqualified.

DESCRIPTION

Explore the application of ethical frameworks to various aspects used in business today.

REGIONAL FINAL SCENARIO

Talia recently joined Digital Solutions as a graphic design assistant. She is ambitious, confident, and highly active on social media. Known for her trendy fashion sense and bold personality, Talia sees herself as a future creative director and believes that being "authentically herself" is what sets her apart.

Digital Solutions hosts a quarterly partner strategy session where external clients and company leadership will attend in-person and online. This session is scheduled for 5:00 pm to 7:00 pm at a local event venue often used for business meetings after work hours. Talia is assigned to assist with hospitality, take meeting notes, and prepare materials. She arrives 20 minutes late because she wanted to change into comfortable, after-work attire. She shows up wearing a graphic hoodie, leggings, and sneakers, which she often wears in her social media posts. When a senior client glances at her attire during introductions, Talia responds casually, "Don't worry, I work better in comfort and we're not in the office."

After the meeting, Talia posts a selfie photo from the conference room on her Instagram story with the caption: "*Corporate Comfy Life.*" Her manager sees the post and expresses concern about the tone and image it projects. Talia doesn't understand why people are making such a big deal, especially since she completed her tasks without issue, it was after work hours, and outside of the office.

Talia now faces a decision: Should she maintain her personal brand in the workplace and risk being seen as unprofessional, or reflect on the feedback and consider how her image, punctuality, and communication style affect her credibility and the company's reputation?

What should Talia do to strike a balance between authenticity and professionalism, and what expectations should Digital Solutions have for workplace conduct after hours and at offsite events? In your solution, include recommendations using your *Ethics and Professionalism Resources Manual* as a guide.