# girl scouts

## **Entrepreneurship Progression**

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Cookie Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

### Five skills learned from the cookie program:

- Goal setting
- Decision making
- Money management
- People skills

Talk with your fellow

troop members

about different

coins, paper

counting it.

in vour area.

forms of money-

bills, checks, and

credit-and practice

Learn how much Girl

Scout Cookies cost

Business ethics

### **Goal Setter**

# Decision Maker

### Money Manager

Learn money basics.

> Talk about how money through cookie program participation.

troop's proceeds

### Set sales goals as a troop and individually.

Talk with troop members about how you can work together to reach your troop's goal.

Discuss different ways to sell cookies and set a goal for which ones you'll try.

Brainstorm how you could use your cookie earnings to help others in your community.

### Consumer **Expert**

### Think "cookie customers."

Talk with troop members about why people may to buy Girl Scout Cookies, and engage them.

Come up with ideas for the perfect customer pitch.

Practice explaining how your cookie earnings will be spent.

Brainstorm ways to thank your customers.

## Innovator

### **Build your social** support system.

Cookie Techie

Use technology to

grow the business.

Set a specific goal for

Make a video for your

your digital sales.

friends and family

network promoting

online cookie sales

pitch; encourage the

gifting of cookies to

Use your support

network of friends

and family to safely

promote your digital

using your sales

boost sales.

storefront.

Networker

Connect with local business leaders for ideas about how to grow your Girl Scout Cookie business.

Talk to friends and family about how they can help you expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's cookie earnings, to inspire them to increase their purchase.

## Take it beyond Girl

**Scout Cookies.** 

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, then narrow to the best!

Be prepared to go back to the drawing board—maybe more than once!

Get feedback from potential consumers and improve your idea based on what they say.

Research social entrepreneurs in vour community and beyond.

#### Take your business idea to the next level.

Entrepreneur

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!



### **How to adopt an entrepreneurial mindset:**

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.

### Make plans for the coming Girl Scout year and set a budget.

Talk about wants versus needs.

the troop can earn

Look into your from previous years to help you budget.

or may not choose brainstorm ways to