Lessons in Leadership: Pass ‘em on!

*Entrepreneur to Entrepreneur* makes it easy for councils to show girls how skills learned in the Girl Scout Cookie Program® can lead to success in the professional world.

**Your resources:**
- Sample invitation for reaching out to entrepreneurs
- Suggested talking points to be provided to entrepreneurs
- Council PowerPoint template
- Video to introduce and kick off the event
- Short and sweet Cookie Business Plan
- Suggested agenda
Agenda for 1-hour program

1. What is an entrepreneur? (15 minutes)
   Use these discussion points and the accompanying Council PowerPoint to begin the event.
   - What is an entrepreneur? An entrepreneur is a person who organizes and operates a business...any type of business.
   - How many entrepreneurs do we have here today? Raise your hand if you are an entrepreneur. All girls who participate in the Girl Scout Cookie Program should raise their hands!
   - What’s great about owning a business? Ask girls to brainstorm ideas.
   - What are some challenges of being an entrepreneur? Ask girls to brainstorm ideas.

2. Think like a G.I.R.L.: Video about super-seller Katie Francis and discussion (15 minutes)
   Play the video featuring super-seller Katie Francis and use these discussion points.
   During the cookie program, girls follow the same steps as entrepreneurs everywhere.
   1. Start with a great product (goods or services to provide to customers, in this case, cookies!)
   2. Market the product
   3. Sell to customers
   4. Supply the product
   Each cookie sale also gives girls the opportunity to learn essential skills to help them reach goals, and they can build on these skills during the cookie season and as they begin their careers.
   - What skills do you need as an entrepreneur? The same skills you’re learning during the Girl Scout Cookie season!

3. Entrepreneur to Entrepreneur presentation (15 minutes)
   - Introduce the entrepreneur as a very special guest and ask girls to give the entrepreneur their full attention.
   - Invite the entrepreneur to present. The entrepreneur can use the Entrepreneur Talking Points to demonstrate to girls how the skills they are learning in the cookie program will help them in the business world.

4. Craft a Cookie Business Plan (15 minutes)
   Distribute the Cookie Business Plan. Using ideas from the G.I.R.L. activity worksheet, invite girls to create a business plan for the next cookie season. If girls have other businesses they want to plan, use a similar tool or help them modify this one.

5. Conclusion
   Thank the girls and volunteers for attending. If time allows, ask girls to share something they learned today.