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
- Business ethics

Make plans for the coming Girl Scout year and set a budget.
- Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.
- Learn how much Girl Scout Cookies cost in your area.

Think “cookie customers.”
- Talk with troop members about why people may or may not choose to buy Girl Scout Cookies, and brainstorm ways to 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.

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.

Use technology to grow the business.
- Set a specific goal for your digital sales.
- Make a video for your friends and family network promoting online cookie sales using your sales pitch, encourage the gifting of cookies to boost sales.
- Use your support network of friends and family to safely promote your digital storefront.

Learn money basics.
- Talk with your fellow troop members about different forms of money—coins, paper bills, checks, and credit—and practice counting it.
- Learn how much Girl Scout Cookies cost in your area.

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.

Consider the potential business idea.
- Research social entrepreneurs in your community and beyond.
- 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!

Entrepreneur

Take your business idea to the next level.
- 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 failure as learning.
- Adapt to change.

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