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

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.

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!

Innovator

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 your community and beyond.

Networker

Build your social support system.
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Cookie Techie

Use technology to grow the business.
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.

Consumer Expert

Think “cookie customers.”
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.

Goal Setter

Set sales goals as a troop and individually.
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.
Practicing explaining how your cookie earnings will be spent.
Brainstorm ways to thank your customers.

Decision Maker

Make plans for the coming Girl Scout year and set a budget.
Talk about wants versus needs.
Talk about how the troop can earn money through cookie program participation.
Look into your troop’s proceeds from previous years to help you budget.

Money Manager

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.

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