

The 5 Skills in Action



Through Girl Scouting, girls become leaders in their daily lives and prepare for their bright futures too! The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills: **Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.** Here are some examples of what the 5 Skills can do for your Girl Scout. Keep them handy to remind yourself why the Girl Scout Cookie Program matters and how you can encourage your Girl Scout to develop into a leader!

GOAL SETTING: Because your Girl Scout sets cookie sales goals and develops a plan to reach them...

- She won't tell you on Sunday night that her science fair project is due tomorrow.
- When the time comes, she'll be ready to create a well-thought-out plan for researching colleges and applying for scholarships.

What important goals do you want your Girl Scout to set for herself, now and in the future?

DECISION MAKING: Because your Girl Scout helps decide how her team will spend their cookie money...

- She can decide how to use her babysitting money — spend some, save some, give some to those in need.
- As she grows up, she'll know when and how to give back to her community.

What important decisions do you want your Girl Scout to be prepared to make, now and in the future?

MONEY MANAGEMENT: Because your Girl Scout takes cookie orders and handles customers' money...

- She'll be less likely to lose her lunch money or field trip fees.
- She can handle a checking account, help with the grocery shopping and even stay on top of her cell phone bill!

What's the most important thing you'd like your Girl Scout to learn about earning and managing money?

PEOPLE SKILLS: Because your Girl Scout learns how to talk and listen to all kinds of people while selling cookies...

- She can ask a teacher for help or navigate the school cafeteria more easily.
- She can work well with others on school projects or as part of a sports team.

How do you want your Girl Scout to influence others?

BUSINESS ETHICS: Because your Girl Scout is honest and responsible at every step of the cookie sale...

- Her friends, classmates and teachers count on her and think of her as trustworthy.
- She'll develop excellent references for when she looks for her first job or applies for college.

What do you hope your Girl Scout is honest with you about?

And let's not forget:

With the Girl Scout Cookie Program behind her, your Girl Scout....

...will learn the importance of earning money to support herself.

...will bring the values of honesty and responsibility to her chosen career.

...will have the skills to run her own business — and persuade an investor to back her.

...will be able to influence others in her work and in her community.

And she'll know how to use her talents and her resources to make the world a better place — today and for the rest of her life!.

For more information about the leadership development benefits Girl Scouting gives girls, visit <http://www.girlscouts.org/gsle> and learn more about the Girl Scout Leadership Experience.

The 5 Skills – Shaping Your Girl's Future



GOAL SETTING
DECISION MAKING
MONEY MANAGEMENT
PEOPLE SKILLS
BUSINESS ETHICS

Why do they matter?

Because when your Girl Scout has learned these skills, she'll be poised for success in her career. Think about it:

When employers interview job candidates, they all look for the same things. This is true whether the employer is a bank, high-tech company, university, hospital, publishing house, car dealership, accounting firm - or even the local pet store! They want:

Someone who can set goals and meet deadlines.

Blowing a deadline can mean blowing a deal!

Someone who works well with others.

Who wants to deal with strife and complaining in the workplace? Not the boss!

Someone who understands customers.

It doesn't matter whether the "customers" are hospital patients, TV viewers, or other companies—every business has to know its customers and what they want.

Someone who can influence others.

This doesn't just mean selling a product. Employers want people who can sell ideas, pitch projects and convince other employees to help out. OR sell ideas, pitch projects and make deals.

Someone who is honest, trustworthy and reliable.

Kind of goes without saying—or it should!

Sound like anyone you know?

That's your Girl Scout, using the 5 Skills she learned in the Girl Scout Cookie Program.

The 5 Skills and Girl Scout Leadership Outcomes

The 15 Outcomes of the Girl Scout Leadership Experience

Discover

- 1 Girls develop a strong sense of self
- 2 Girls develop positive values
- 3 Girls gain practical life skills
- 4 Girls seek challenges in the world
- 5 Girls develop critical thinking

Connect

- 1 Girls develop healthy relationships
- 2 Girls promote cooperation and team building
- 3 Girls can resolve conflicts
- 4 Girls advance diversity in a multicultural world
- 5 Girls feel connected to their communities, locally and globally

Take Action

- 1 Girls can identify community needs
- 2 Girls are resourceful problem solvers
- 3 Girls advocate for themselves and others, locally and globally
- 4 Girls educate and inspire others to act
- 5 Girls feel empowered to make a difference in the world

Everything girls do in Girl Scouting is designed to help them grow into leaders of **Courage**, **Confidence**, and **Character**. The 5 Skills girls learn through the Girl Scout Cookie Program are an important ingredient in the Girl Scout Leadership Experience.

Here are a few examples of how participating in the Cookie Program teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business and leaders in the world:

The 5 Skills

Leadership Benefits in Girl Scouting & Beyond

GOAL SETTING: Your Girl Scout sets cookie sales goals individually and with her team, creates a plan to reach them, and develops **Cooperation** and **Team Building** skills all along the way!

DECISION MAKING: Your Girl Scout helps decide how her team will spend their cookie money, furthering her **Critical Thinking** and **Problem Solving** skills that will help her in many aspects of her life.

MONEY MANAGEMENT: Your Girl Scout takes cookie orders, handles customers' money and gains valuable and **Practical Life Skills** around financial literacy.

PEOPLE SKILLS: Your Girl Scout learns how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help her develop **Healthy Relationship** and **Conflict Resolution** skills she can use throughout her life.

BUSINESS ETHICS: Your Girl Scout is honest and responsible at every step of the cookie sale. Her business ethics here reinforce the **Positive Values** she is developing as a Girl Scout.

To learn more about the Girl Scout Leadership Experience, visit www.girlscouts.org/gsle

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**Tips for
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- ✚ Ask questions.
- ✚ Listen.
- ✚ Never do things for her that she can do for herself.
- ✚ Talk to her about what she learned each day.
- ✚ Have fun with her!

TIPS



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TIPS



The Girl Scout Cookie Activity Pin

All girls who participate in the Girl Scout Cookie Program are eligible to earn the annual Cookie Activity Pin, which recognizes the “5 Skills” learned and practiced along the way. Girls can collect a different color pin each year to recognize growth in these 5 skill areas.

After she earns the pin, each girl should be able to discuss how she has accomplished the following:

1. Goal Setting:

- ☐ Set personal learning goals. What do you want to learn this year? What do you want to do better? Share this with at least one other person or your group.
- ☐ Set personal sales goals for yourself based on your personal and group goals. Keep a record of your accomplishments each year!

2. Decision Making:

- ☐ Develop a basic business plan for your cookie sale.
- ☐ Work as a team with other Girl Scouts to decide when and where you’ll sell cookies and what you’ll do with the money you earn.

3. Money Management:

- ☐ Develop a budget for accomplishing at least one of the goals you set in the Goal Setting step. Use this budget to help determine your sales goals.
- ☐ Be able to explain how the money earned in the Girl Scout Cookie Program helps you, your group, and your council.

4. People skills:

- ☐ Practice your “elevator speech” for customers about what you are selling, why you are selling it, and why they should purchase it.
- ☐ Make a list of customers you will approach (don’t forget people you sold to last year).

5. Business ethics:

- ☐ Discuss how living the Girl Scout Promise and Law applies to what you do in the Girl Scout Cookie Program as a businesswoman.



Available in August [UPC 09020 \$1.15 retail]. Purchase at your local council store or through www.girlscoutshop.com. This is the new 2011 cookie activity pin. Each year the pin is a different color.



Safety Tips

All girls who participate in the Girl Scout Cookie Program use 10 Basic Safety Guidelines.

- 1. Show you're a Girl Scout**—Wear the Girl Scout membership pin and/or Girl Scout clothing to identify yourself as a Girl Scout.
- 2. Buddy up**—Always use the buddy system. It's not just safe, it's more fun.
- 3. Be streetwise**—Become familiar with the areas and neighborhoods where you will be selling Girl Scout cookies.
- 4. Partner with adults**—Adults must accompany Girl Scout Daisies, Brownies and Juniors when they are taking orders, selling or delivering product. Girls grades 6-12 must be supervised by an adult when selling door-to-door and must never sell alone. Adults should be present at a cookie booth in any public place at all times.
- 5. Plan ahead**—Always have a plan for safeguarding money—avoid walking around with large amounts of it or keeping it at home or school. Give proceeds to supervising adults who should deposit it as directed by your Girl Scout council as soon as possible.
- 6. Do not enter**—Never enter the home or vehicle of a person when you are selling or making deliveries. Avoid selling to people in vehicles or going into alleys.
- 7. Sell in the daytime**—Sell only during daylight hours, unless accompanied by an adult.
- 8. Protect privacy**—Girls' names, addresses, or email addresses should never be given out to customers. Use a group contact number or address overseen by an adult for customers to request information, reorder or give comments. Protect customer privacy by not sharing their information except for the product sale. Girls should never take credit card numbers.
- 9. Be safe on the road**—Always follow safe pedestrian practices, especially when crossing at intersections or walking along roadways. Be aware of traffic when unloading product and passengers from vehicles.
- 10. Be Net wise**—take the GSUSA Internet Safety Pledge before going online and follow the specific guidelines related to marketing online. Girl Scouts cannot collect money online.

For more information, check out www.girlscouts.org/cookies.



Practical Tips for Parents

What can a cookie buy? The experience of a lifetime.

Girl Scouts of the USA is the premier leadership organization for girls. The \$700 million Girl Scout Cookie Program is the largest girl-led business in the country and generates immeasurable benefits for girls, their councils and communities nationwide.

Through the Girl Scout Cookie Program girls develop five essential skills:

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

All of the proceeds generated from cookie activities stay in your local Girl Scout council to support Girl Scouting in your area, including the portion that goes directly to the group selling the cookies. Many local Girl Scout councils make provisions for individual members to participate in the Girl Scout Cookie Program. However, proceeds earned are not the property of individual girls—they are distributed according to a council plan to benefit all girls involved in Girl Scouting through program activities, use of council resources and financial assistance for girl program participation, community projects, and travel.

You Can Make This Year's Cookie Program a Success!

Support Your Girl Scout

- ☐ Go to the family cookie information meeting.
- ☐ Sign and return all permission slips.
- ☐ Provide transportation for order taking and delivery.
- ☐ Help your Girl Scout network with family and friends, but let her do the “ask” so she can learn important business skills.
- ☐ Help her arrange for a time to order at your place of work, place of worship or other places where people might purchase Girl Scout Cookies.
- ☐ Attend your council training to become the group cookie coordinator (or help out the group cookie coordinator when another adult is needed).

- ☐ Offer to be a supervising adult – there are lots of opportunities to lend a hand.
- ☐ Share your business expertise and help link the Girl Scout Cookie Program with the wider business world.
- ☐ Follow your Girl Scout Council and group guidelines on how to handle cookie proceeds.

Never do things for your Girl Scout she can do for herself!

Coach Your Girl Scout

- ☐ Listen to her practice her sales pitch.
- ☐ Review cookie materials together and visit Girl Scout Cookie and cookie company Web sites with her to help her learn more about her product.
- ☐ Ask her questions – maybe even pretend to be a potential customer and do a little role-play!
- ☐ Guide her to set practical and useful goals about what she wants to learn and earn.
- ☐ Listen to her describe what her goals are for the money earned through the sale.
- ☐ Be a role model for business ethics and safety rules!
- ☐ Have fun with her!

Remember that the Girl Scout Cookie Program is a part of the Girl Scout Leadership Experience, which is girl driven. Let your Girl Scout take the lead in selling cookies and reaching goals. Your encouragement, coaching and guidance will be key ingredients to a successful Cookie Program experience for her.

For more information on the Girl Scout Leadership Experience, check out <http://www.girlscouts.org/gsle>