



5 Skills Guide



**WHAT GIRLS LEARN.
WHY IT MATTERS.
HOW YOU CAN HELP.**



Introducing the 5 Skills

The Cookie Sale Program is an integral part of the Girl Scout Leadership Experience and the core resource for delivering the 5 Skills educational piece to girls. Through this program activity, Girl Scouts will develop five business building skills they can use throughout their lives:

1 Goal Setting

Girls set sales goals, and with their team create a plan to reach them. This matters because girls need to know how to set and reach goals, how to succeed in school, on the job and in life.

2 Decision Making

Girls decide where and when to sell product, how to market their sale, and what to do with their earnings. This matters because girls must make many decisions, big and small, in their lives. Learning this gives them the skills to make better decisions.

3 Money Management

Girls develop a budget, take orders and handle customers' money. This matters because girls need to know how to handle money—from their lunch money to their allowance to (someday) their paycheck.

4 People Skills

Girls learn how to talk (and listen!) to their customers, as well as learn how to work as a team with other girls. This matters because it helps girls do better in school on group projects, on sports teams and on the playground, and later, at work.

5 Business Ethics

Girls act honestly and responsibly during every step of the Cookie Sale Program. This matters because employers want to hire ethical employees—and the world needs ethical leaders in every field.

The Cookie Sale Program is a girl-driven experience, 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. In the following guide, we will break down the 5 Skills and provide questions to get a conversation started and sample activities that can be adapted for use with a troop or one-on-one at home.

Don't just sell cookies, build your Girl Scout's skills. As she grows with the Program, you will see her confidence grow as she takes on new challenges and develops skills and habits that will launch her into a strong future. Introducing the 5 Skills doesn't have to be hard and can be as seamless as having a conversation in the car while out selling cookies or doing an activity or role playing together as a troop. Don't over think it, just prompt the girls to start their own conversation let them run with it.

“The Girl Scout cookie program has given me a background in customer service, which has helped me personally especially with the current job I have now.”

– Debbie, Girl Scout



Insider Tip: Buy a box of each cookie to share: make sure girls know their product and can make suggestions to customers.

The 5 Skills are part of the Girl Scout Leadership Experience and you will find badges and cookie pin activities in each of *The Girl's Guide to Girl Scouting*. Reference these materials to enhance each skill and thoroughly explore the outcomes. Remember badge work isn't designed to be completed in one troop meeting, start building on pieces of the badge and complete it throughout the year.

Let's get started...

Goal Setting

1. **How many cookies do you want to sell?** (You can break this down into an overall troop goal, individual goal, daily goals or cookie booth goals)

Girls should have a clear idea of what they want to accomplish with the Cookie Sale proceeds. Each girl often looks for a recognition prize they would like to earn but take this further and talk about proceeds. Is there an activity your troop would like to do? A destination they would like to travel to? Camps to attend? Membership registration to pay for? Write these things down and make a budget. What do you need to sell to reach the goal? Make sure that you don't leave it at an overwhelming number that is hard for girls to process. Break it down by girl or by how many each girl needs to sell per day.

2. **Who can help you reach your goal? What role do they play?**

Now that everyone has a goal discuss how to reach it. Girls like to shoot for the stars and that's great, but reaching them takes planning. If a girl sets a personal goal of 350 boxes, what does that mean? It means she would need to sell approximately 11 boxes of cookies per day. Is this attainable? Who is going to help her? How does this goal fit in to her current schedule of activities? Make sure to facilitate this conversation with her family if you are doing this activity as a troop.

Insider Tip: Utilize the goal charts at the end of this guide to make a troop goal or for girls to make individual goals. Girls can write their goal on their order card for customers to see how they are supporting a girl to reach her goal.



“My daughter is able to be “self supporting” with Girl Scouts. She is able to fund all of her Girl Scout activities with the funds she has earned through Product Sales.”

– Heidi, Girl Scout Parent

Decision Making

1. **Where are you going to sell cookies? And when?**

Start a discussion about where girls would like to sell cookies. Do they like going door to door in their neighborhood? Do they have family members they want to visit? Do they want to do a Cookie Booth as a troop? If so, where and which days are appropriate?

2. **How are you going to market the cookies?**

Have girls put on their creative hats and think about how to get the word out that they are selling cookies. Girl Scouts Heart of Central California does lots of cookie sale promotions from TV ads and billboards to radio ads and social media. Talk to girls about how they can build on this at their level. Do their parents have Facebook accounts that they can post on (or their own if 13 or older)? Can they make flyers to give to their friends at school? How would they like to decorate their Cookie Booth to attract customers?

Money Management

1. How are you going to keep track of money and store it?

When girls sell cookies the money adds up fast. Help girls come up with a plan for tracking their money against their inventory. Depending on their age this may be mostly a parent function but that doesn't mean girls shouldn't understand the importance of keeping accurate records. Talk about safe places to store money and what to do with the cash they accept. Troop leaders should set-up regular times to collect cash from girls to be deposited into the troop checking account as well as checks to be turned into the district office.

2. How do you make change?

Many people pay cash for cookies and it is important that girls take this opportunity to learn the correct way to count back money to a customer and make change. Make this an age appropriate activity by teaching girls the cost of cookies and how to figure the cost of multiple boxes. ie) Daisies can learn that each box costs \$5 or a customer can buy 4 boxes for \$20. Brownies can work on counting back the change depending on the denomination given and amount purchased.

“ The Cookie Program made me think about how important it is to save for things that I really want and how to resist impulsive spending. ”

– Molly, Girl Scout



Insider Tip: Volunteer Essentials states that Daisy Girl Scouts not handle any money during product sales. Parents should handle money and assist girls in building skills to count back change and find the sum of multiple boxes sold.

3. How does the Cookie Program help support you, your group and the Council?

When you buy a box of Girl Scout Cookies, most of the money stays with the Girl Scout you purchased cookies from, her troop, and right here in our local community. Proceeds from the Girl Scout Cookie Program fund new adventures and the life-changing opportunities girls get at Girl Scouts—from trips to our nation's capital to community projects to spending the summer at camp.

How the Cookie Crumbles



*Older Girl Proceeds are \$1.00 per package.

**What are GSHCC council services? Approximately \$2.91 from each package sold stays in our council and goes towards services that support girls and volunteers, including council-wide events and programs for girls such as resident camp and horses, our outreach program, adult volunteer training and development, financial assistance, administration and property maintenance.

People Skills

1. Why are you selling cookies?

Girls should be able to answer why they are selling cookies. This references back to goal setting. What goal are they trying to reach? What are they going to do with the proceeds once they reach the goal? Customers like to help girls attain their goals. By helping your Girl Scout be clear about why she is selling cookies, the more successful she will be in her sale.

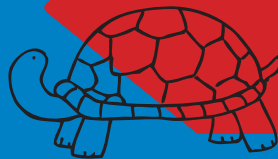
2. How are you going to approach customers?

Talking to adults can be a scary task for girls. Do some role playing to ease them into the process. Help them with some icebreaker phrases and teach them the importance of body language. Show them the difference between a girl that is slouching, not making eye contact and mumbles when she speaks to a customer and one that stands up straight, smiles and greets the customer with a please and thank you. Which girl would you want to buy cookies from?

3. If you are selling cookies at a Cookie Booth, how are you going to work as a team and what roles will everyone play?

Before you embark on a Cookie Booth with a car load of excited Girl Scouts talk about a game plan for how the booth session will run. Let girls decide which role they would like to play during the Cookie Booth and if they will be taking turns. ie) Who wants to take the money? Who wants to greet customers? Who wants to bag the cookies? Who wants to help with booth decor? Do you have cookie costumes? If so, who will be wearing them? Your booth is a mini-business and it will take teamwork to make it successful. Show girls that it takes all levels of involvement to make your teamwork.

Insider Tip: Role play in pairs to get girls comfortable with approaching people and asking them to buy cookies. Help them come up with responses to customer questions and reinforce polite behavior.



“The (Girl Scout Cookie) program encouraged me to go outside my comfort zone and talk to new people.”

– Hillary, Girl Scout

Business Ethics

1. How does the Girl Scout Law relate to cookies?

Talk with girls about how each level of the law can be applied to the Cookie Sale. Do an activity where girls can illustrate how they have used each level of the law during Cookie Sale. ie) How can a girl be friendly and helpful? Honest and fair?

2. Is it important to follow the rules of the Cookie Sale?

A large part of ethics is centered on being honest and fair with ourselves and our sister Girl Scouts. Discuss what the rules of the sale are and how following them benefits everyone. This could include not pre-selling before the beginning of sale, turning in money on time to the troop leader or communicating how many cookies you have left to the troop leader and the rest of the troop. Discuss how breaking the rules makes everyone feel and what it means to be accountable.

Reference Materials

Utilize the reference materials to enhance the 5 Skills with your Girl Scout(s) and earn badges that will reinforce each of the skills at an age appropriate level. The 5 Skills can be found throughout *The Girl's Guide to Girl Scouting* and Journey books. Point out these correlations to girls and show them how many places in life each of these skills will be applied.

Badge Category	DAISY (Grades K-4)	Brownie (Grades 2-3)	Junior (Grades 4-5)	Cadette (Grades 6-8)
Innovation		Inventor 	Product Designer 	Entrepreneur 
Cookie Business I	Count It Up 	Meet My Customers 	Cookie CEO 	Business Plan 
Cookie Business II	Talk It Up 	Give Back 	Customer Insights 	Marketing 
Cookie Business III				Think Big 
Financial Literacy I	Money Counts 	Money Manager 	Business Owner 	Budgeting 
Financial Literacy II	Making Choices 	Philanthropist 	Savvy Shopper 	Comparison Shopping 
Financial Literacy III				Financing My Dreams 

“Selling Girl Scout cookies was my favorite time of year because I felt the accomplishment of running my own mini business.”

– Breanna, Girl Scout



The Girl Scout Entrepreneurship Program

Build your Girl Scouts' skills by engaging her in badge work that compliments the Product Sales Program. The Entrepreneurship Program combines financial literacy, business skills and innovation to round out a program that set girls up to explore the 5 skills on a deeper level.

Senior (Grades 9–10)		Ambassador (Grades 11–12)	
Social Innovator			
My Portfolio		Research & Development	
Customer Loyalty		P & L	
Financing My Future		On My Own	
Buying Power		Good Credit	

Brownie Innovation – Inventor

What Girls Learn How an invention develops and takes flight, and creative ways to solve problems.

What It Means Inventing is a skill, just like sports or dancing, and any girl can do it! Girls feel empowered when their creativity is valued and they learn the importance of thinking big.

Junior Innovation – Product Designer

What Girls Learn How to come up with an innovative product that people want, like, or need.

What It Means When young girls test, fail, and try again, they develop persistence, learn how to overcome obstacles, and better understand themselves in the process.

Cadette Innovation – Entrepreneur

What Girls Learn How to turn a great idea into a great business by identifying customers, creating a financial model, and writing up a business plan.

What It Means Middle school girls make their visions a reality when they see business as a possibility for their future, and gain practical planning skills they can apply in business and throughout their life.

Senior Innovation – Social Innovator

What Girls Learn How to identify a social problem and develop ideas for solutions.

What It Means The opportunities for creative and positive social change are endless when girls look at society, see connections, and develop empathy. They learn how to make smarter choices for their life and the world.

GSUSA Cookie Activity Pin

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. Guidelines for earning this pin can be found at girlscoutshcc.org. The pin can be purchased in the retail store.



The *My Cookie Business* worksheet blends recognizable Girl Scout Journey characters with a functional, easy to use resource aimed at guiding Daisy and Brownie girls through the 5 Skills.

girl scouts
cookie program

5 Skills for Girls

Name:

Cookie Section:

The Five Skills

Me in Action!

Now I know how to...

GOAL SETTING

DECISION MAKING

Let's remember our safety tips!

MONEY MANAGEMENT

Let's take a vote on how we can use our money!

PEOPLE SKILLS

BUSINESS ETHICS

How can we use some of our money to help?

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people skills

goal setting

business ethics

money management

decision making

change the World

KEEP GOALING!

What can a girl do?

change the World

TROOP/ GROUP # _____

What we plan to do with our cookie earnings:

Cookie Package Goal: _____

Girls: Use this chart to track your cookie program progress. Fill in the number of packages you've sold as you reach each percentage of your goal. Color in each block as you reach that goal--and color in each of The 5 Skills as you learn them!

110%	_____ Packages
100%	_____ Packages
80%	_____ Packages
60%	_____ Packages
40%	_____ Packages
20%	_____ Packages