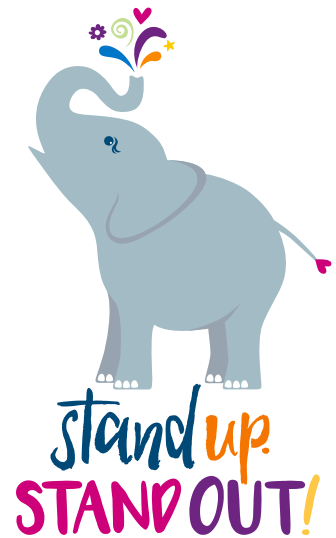


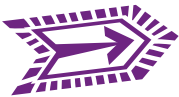
THE 5 ESSENTIAL SKILLS

The Girl Scout Cookie Program isn't just about selling cookies-- it's about developing skills and learning new things! Goal setting is just 1 of 5 essential skills a Girl Scout develops through the Cookie Program. Do you know the rest?



GOAL SETTING

Girls set cookie 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 to succeed in school, on the job, and in life.



DECISION MAKING

Girls decide where and when to sell cookies, 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 skill helps them make good ones.



MONEY MANAGEMENT

Girls develop a budget, take cookie 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.



PEOPLE SKILLS

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



BUSINESS ETHICS

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

REACH WHAT'S SWEET

Keep Selling!

100%

pkgs

75%

pkgs

50%

pkgs

25%

pkgs