

COOKIE CAREERS

It's Not Who You Know. It's Who You Are!

So what is an entrepreneur, anyway?

It's easy. An entrepreneur is somebody who runs her own business, usually with lots of initiative and creativity. She's not afraid of taking a good risk now and then. Name a business you know, and chances are good that it was started by an entrepreneur.

Multi-tasking at its best!

Many parts of the Cookie Activity can be used to meet requirements for Girl Scout Interest Projects and Leadership Journey awards. Just look for the Girl Scouts logo and the program links.



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Try on a career. What fits you best?

Just like in any business, there's a lot of work — and many different types of jobs — involved in a successful Cookie Program. Of course, not every job is fun all the time. But when your job fits your talents and interests, you're likely to do well, be happy and go far.

Have you thought about what kind of career you'd like to have? Now is a great time to try on a job and see if it fits you.

Talent Search is calling!

- 1 Take the [Talent Search Survey](#).
- 2 When you're done, record your results on the [Talent Table](#). Do you agree with the results?
- 3 Check out the [Cookie Career Profiles](#). The survey is just one way to think about your talents. Trust your gut. What feels like a good fit?
- 4 Talk to your friends about their results. Review the tasks you need to do as a group and how your talents might come into play. Decide how you can best form a superstar team of powerful talents!



PROGRAM LINK:

[Interest Projects for Girls 11-17 \(GSUSA, 1997\)](#)

• [Understanding Yourself and others Interest Project/Skill Builders](#)

Were you born an entrepreneur?

Nope, and neither was anyone else. Entrepreneurs aren't "born," they "become" through their life experiences.

"National Standards of Practice for Entrepreneurship Education," Consortium for Entrepreneurship Education, 2004.

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Talent Search Survey

Place a check next to the items that are true for you.

1. I agree with the statement, "The more the merrier."
2. I love to rearrange my room.
3. I usually work on projects ahead of time.
4. I use technology for most of my school assignments.
5. Monopoly is one of my favorite games.
6. I like to create PowerPoint presentations.
7. When I'm bored, I pull out my art supplies.
8. I'd rather go to a festival than a movie.
9. I usually keep my agenda or calendar with me.
10. I like to solve Sudoku puzzles.
11. My room is usually neat.
12. I often find myself doodling in class.
13. When I'm bored, I call a friend.
14. I enjoy learning how to use new technology.
15. The more difficult the math problem, the better!
16. I take excellent class notes.
17. I'm a good conversationalist.
18. I'm a poster pro.
19. At a school play, I'd rather work the lights than hand out programs.
20. I like to keep score.
21. I can plan a great party.
22. I have a way with words.
23. I love party games.
24. I'm good at counting money and making change.
25. I often help my parents when they have trouble operating technology.



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Talent Table

For any Talent Search survey question you checked, color in the corresponding numbered block in this table. The columns with the highest number of colored boxes are likely your areas of special talent and interest.

3	5	2	1	4
9	10	7	8	6
11	15	12	13	14
16	20	18	17	19
21	24	22	23	25
Management Marvel	Number Natural	Creative Chief	Social Sensation	Tech Talent

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Cookie Career Profiles

When you know your strengths, you can make the best use of them. How could you use your talents to make your Cookie Activity a whopping success? They may be the same talents you use in your future career too. And remember, your talents are still developing, so don't hesitate to try something new or take on an area that seems like a stretch.

The Cookie Activity is a hands-on business experience — make the most of it!



MANAGEMENT MARVEL

You see the whole picture but never forget a detail. Maybe you'll be a business leader, event planner or movie producer. This Cookie Season, you could take the lead in organizing your group's events and coordinating the scheduling.

NUMBER NATURAL

You're logical, exact and good with money. Maybe you'll be an engineer, accountant or a professor of calculus. This Cookie Season, you're just the one to track your group's goals and handle all of those budget issues.



CREATIVE CHIEF

You're artistic, imaginative and know how to get a point across. Maybe you'll be a famous designer, author magazine editor or photographer. This Cookie Season, you might try creating some advertising materials for your booth sales. When you create cookie slogans, let your great imagination be your guide!

SOCIAL SENSATION

You're a great communicator and never meet a stranger. Some day you might be a PR executive, a teacher or even an ambassador. This Cookie Season, you might be the contact person for your group's cookie events. You'll be a natural talking to all kinds of customers.



TECH TALENT

You're good with hookups and downloads, and you can't wait for the latest tech tools and toys. Maybe you'll be an IT professional or computer engineer. This Cookie Season, you could lead your group in exploring ways the internet can help boost sales.

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Cookie Sale To-Do List

How will you divvy up the jobs this Cookie Season? Some are done as a group, so think about how your particular talents might help you lead the group. Others are tasks you'll do as an individual to reach your goal.

Group Tasks

Set goals – Work together to dream up some big goals that get everyone excited. Choose a fun-and-learning goal and a service or action goal.

Analyze costs – How much money do we need to earn to reach our goals? How many cookie packages is that? You'll be especially interested in heading up this project if you're a **Number Natural**.

Create a group plan – Explore creative marketing ideas and create a timeline for booth sales and other special events. You'll be especially interested in heading up this project if you're a **Social Sensation** or **Creative Chief**.

Create PR and Host Events – Plan special promotions such as traveling Cookie Sales, door to door campaigns or business presentations. You'll be especially interested in leading up this project if you're a **Social Sensation**, **Management Marvel** or **Tech Talent**.

Track Goals – Keep track of total group sales. You'll be especially interested in heading up this project if you're a **Management Marvel** or **Tech Talent**.

Individual Tasks

Set your personal goal – Know exactly how many packages you're shooting for.

Create a personal plan – Shoot high and use some fun, proven strategies to reach your goal.

Organize – Make a to-do list with deadlines.

Create a customer list – You can keep this list for years to come.

Sell to friends and family – and beyond.

Track Your Progress – Keep track of your sales and report to the group.

