

Pattie's Blog



The Power of Girl Scout Cookies

What most people know about Girl Scout Cookies:

They're delicious.

Girl Scouts sell them.

They come around once per year.

Here's what I know and love about Girl Scout Cookies:

Girl Scout cookies are about courage, confidence and character.

Girl Scouts learn and practice 5 very valuable skills through the cookie program (goal setting, decision making, money management, people skills, and business ethics).

The skills learned stay with a girl forever.

The number one thing girls anticipate when first joining Girl Scouts is the opportunity to sell cookies.

Selling cookies is the very first business transaction most girls make.

I've heard from many adult business women that selling Girl Scout Cookies was their start in business and what put them on the path for career success. And I believe it. Girls learn so much through the cookie program! While another child might set their sights on attending their first Broadway show, she'll likely rely on an adult in her life to make it happen. A Girl Scout on the other hand, is an active participant in making it happen. She sets the goal, figures out how much it will cost to buy a ticket for each troop member and how much to transport the troop to New York City; then figures out how many boxes she'll need to sell to make it happen. Along the way she'll devise a strategy for where to sell her wares, when and how often. She'll include clever signage in her marketing plan and oh, how much sweeter the reward when she's in control of making it happen!

Girl Scout cookies can bring out the confidence in a girl. It's no easy task to ask a stranger to buy something. It takes courage to look them in the eye and speak up. It takes confidence to believe in what you're doing and believe in yourself.

With every season of Girl Scout cookies, another generation of girls learns to set goals, make a plan, and manage money. As women, they'll need these skills whether their goal is to start a business or start a family.

The Girl Scout Cookie Program is more than a cookie sale. It's a fun way for girls to build self-esteem and fuel their dreams. The next time you buy a box of Thin Mints, think about the value of the cookie program, what it represents for girls and how it contributes to the community. And enjoy!

The Power of Girl Scout Cookies [in her own words](#).

Pattie Hallberg, CEO