



## Goal Setting Activity for Seniors & Ambassadors (9–12)

**Purpose:** Help Girl Scouts set and track SMART cookie goals in a fun, empowering, and age-appropriate way.

**Activity:** "Cookie Business Planning Session"

**Time:** 45–60 min

**Materials:** Cookie program business tracker, SMART goal templates, calculators, laptops (optional), troop budget

**1. Discuss Bigger Purpose:**

- "What impact can our sales make?"
- Tie goals to travel, Gold Award funding, etc.

**2. Set Personal SMART Goals:**

- Encourage layered goals (packages sold, booth hours, online sales growth)

**3. Budget-Backed Goal Setting:**

- Girls calculate how many packages they need to sell to fund a goal (e.g., \$1,000 trip = X packages).

**4. Plan & Strategize:**

- Create personal action plans: timeline, customer outreach, social media, team role

**5. Optional:** Share goals and strategies in small groups for feedback.

*Facilitator Tip:* Empower girls to lead this session—assign roles like facilitator, note taker, goal coach.

### Ongoing Support:

- Use **visual trackers** at meetings (cookie meters, sticker charts, countdown posters).
- Do **weekly check-ins**: "What's one thing you did this week toward your goal?"
- Celebrate **small wins**: booth milestones, personal bests, teamwork.