

Senior - Business Startup



Think of a business idea, make a prototype, use SWOT, make a business plan, and pitch the idea.

1. Pick a business idea after doing research (online, brainstorm as a team, OR talk to an expert).
2. Make a prototype AND get feedback (compare to competitors, ask a focus group, OR interview three local owners/entrepreneurs).
3. Use a SWOT Analysis on your feedback AND explore other options (research trends, talk to an expert, OR interview three potential customers in your target market) to make any improvements you can.
4. Create a business plan using the GSUSA planning guide (how to get and afford a brick-and-mortar store, how you can budget to produce a product, OR how you can distribute your product online in both marketing and delivery).
5. Present a final pitch of your idea using your improved prototype and business plan to someone (marketing expert, finance professional, OR friends and family).

Senior - Digital Leadership



Expand the idea of digital footprints, track ads, make and alter digital content, and learn how to be a positive leader in online spaces.

1. Expand the idea of digital footprints in one way: survey a group of community members and analyze their data of technology use, OR analyze your footprint for patterns such as screen time, time of day use, moods, etc. AND design a pocket guide with three ideas/goals to be more intentional with your tech use, OR design three avatars for three apps/websites/platforms you use the most based on the data of your use (who you follow, what you post/click on, etc.) AND compare those avatars and to your true persona.
2. Track ads (all ads for one day, OR search for ads on social media, email, or other accounts) AND analyze the data, OR find an ad showing bias or stereotyping and recreate it to be inclusive and fair.
3. Explore how to act online in one activity: create a scenario and action card game as described in the GSUSA booklet, create lists of highs and lows with examples from your tech use AND decide how to be better, OR research a leader before 1983 and pretend they were now in today's world AND create a pretend digital landscape for them.
4. Make digital content (video, meme, or poster) to get people thinking about an important issue (educating people on a historical or current issue, OR inspiring people to act on the issue), OR create content for a community not online to help them get support they need.
5. Alter your step 4 content in one way (adapt digital content to something you can print, create an in-person event to share it, OR try a different media from the original content) AND use it to further spread your message AND analyze which was more effective.

Senior - Behind the Ballot



Learn how elections work and explore the voting process.

1. Create an election chart (compare two early political parties AND compare that to a comparison of two current political parties, flow chart of recent campaign from date of declaration to when they lost the vote or took office, OR chart of research between local, state, and national elections).
2. Research a voting aspect (visit a voter-registration office, visit a polling place, OR learn about voting technology).
3. Encourage people to vote (create a poster, make a voting reminder calendar, OR use a sample ballot from a recent election to show voting stats).
4. Explore one aspect of campaigning (make a sample campaign budget, make your own campaign ad and slogan, OR write a campaign speech).
5. Discover what difference other countries have in their elections compared to the U.S. (pick three countries to learn their voting procedures, follow a candidate in a foreign election until they win or lose, check female voting statistics worldwide, OR track female presidents, prime ministers, and head of states worldwide).

Senior - Girl Scout Way



Learn about Girl Scout traditions and songs.

1. Sing a new Girl Scout song you create together OR teach younger Girl Scouts some songs (three songs from cultures around the world OR a traditional song you learned from Girl Scout alumnae).
2. Plan and hold a Scout's Own OR teach younger scouts (help them earn their Girl Scout Way badge OR help them bridge up to the next level).
3. Examine the Girl Scout Law in one way (write a commitment statement for each line of the Girl Scout Law, write an example you've seen or done for each line of the Girl Scout Law, OR focus on one line and invite a guest speaker to your troop that exemplifies that line of the Girl Scout Law).
4. Protect or promote the environment in one way (interview parks and rec department about possible TAP projects your troop can do, work with a community group to create a project that beautifies the environment, OR do a concrete act of kindness each day for one week to leave the "human" environment around you better).
5. Celebrate Girl Scout Traditions in one way (research biographies of three famous Girl Scouts, talk to alumnae AND take one action to help introduce new members to GSUSA, OR watch the Golden Eaglet AND make a three-minute film or slideshow to share your ideas about why Girl Scout traditions are important).

Senior - Business Etiquette



Practice communicating in a business manner, job interviews, negotiating on a business level, work skills important to have, and expand your personal network.

1. Practice communicating in a business manner (pitch a business idea wearing business attire, host a business lunch dressed and acting as your dream job, OR write a cover letter to apply for a job you want).
2. Practice a job interview (mock interview in person or over the phone for 10 minutes, videotape a mock interview and watch it to critique yourself, OR set up a real job interview and discuss how it went after).
3. Practice negotiating on a business level (hold a mock negotiations after learning from a pro, take a negotiation workshop, OR research online about different international tactics and hold a mock international business negotiations).
4. Create a list of work skills that you feel are important to have (job shadow, interview a supervisor, OR interview an employee at a company you respect).
5. Expand your personal network (schedule an informational interview or meeting at a place you are interested in working at someday, attend a local job fair, OR got to a new activity or club and introduce yourself to new acquaintances).

My Promise, My Faith Pin



Explore how your Girl Scout Promise connects to your faith and values.

1. Pick one of the 10 lines of the Girl Scout Law to focus on.
2. Find a woman in your faith (or historical if no faith) that is a good example of your Girl Scout Law line.
3. Get three inspirational quotes about your Girl Scout Law line.
4. Create something to remind you of your example and quotes.
5. Put your creation somewhere to remind you daily.