

TITAN TIMES NEWSLETTER

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TITAN BUSINESS DEVELOPMENT GROUP, LLC

What Girl Scout Cookies Can Teach You About Becoming More Successful



The Girls Scouts have been selling cookies for more than 100 years, and they've created the largest girl-led entrepreneurship program in the world. In fact, more than 200 million boxes of cookies are sold each year, totaling about \$800 million dollars.

While the cookie sales sound impressive on their own, they're not the only benefit of scouting. **Studies show that former Girl Scouts have higher achievements across the board, including increased income and greater self-esteem.**

With a record like that, the Girl Scouts must know something about blending traditional and modern paths to success. Take a look at what Thin Mints and Samoas can teach you about reaching your own goals.

Traditional Paths to Success:

1. Focus on giving. Supporting worthy causes is part of what makes Girl Scout cookies so popular. The money goes back into the local community or to other charities that the girls select. Whether you're selling shortbread or life insurance, helping others to reach their dreams will help you to fulfill your own.

2. Be authentic. The pictures on the cookie boxes are all real Girl Scouts, and the girls are encouraged to wear their uniforms going door to door or staffing their booths. Being genuine with yourself and others will make you more likeable and trustworthy too. (continued)

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“The Girl Scouts have invented their own 5-part formula for success.”

3. Build skills. The Girl Scouts have invented their own 5-part formula for success. It includes goal setting, decision making, money management, people skills, and business ethics. While you may choose different wording, it’s important to develop the abilities and behaviors that enable you to deal with life’s challenges.

4. Look out for your family. The first Girl Scout cookies were baked by mothers and daughters in their own kitchens, and parents still bring cookies to the office to sell to coworkers. Family support helps you to stay strong and resilient.

5. Make friends. Selling cookies takes teamwork. **You’ll discover more opportunities and make more progress if you network vigorously and consistently.** Focus on what you can do for others and follow up when you make a commitment.

6. Leverage your strengths. Would you believe that Thin Mints account for 25% of Girl Scout cookies sales? While it’s important to be open to new ideas, your biggest achievements will come from knowing how to use your unique talents.

7. Live healthy. Speaking of new ideas, Girl Scout cookies now come in vegan and gluten-free options. To accomplish anything in life, you need to take care of your mind and body.

8. Appreciate nature. S’more cookies are one sign of how scouting brings cookies and camping together. Outdoor activities are another mainstay of a happy and productive life.

9. Gain confidence. The greatest benefit of scouting and selling cookies may be the increased confidence that Girl Scouts report. **Believing in yourself makes you a success in any field.**

Modern Paths to Success:

1. Go digital. Caramel deLites and Do-si-Dos took a giant step into the 21st Century with the launching of the Digital Cookies platform in 2014. Embracing new technology enables you to work smarter and stay relevant.

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2. Use social media. The internet makes it a lot easier to find out when your favorite cookies go on sale. Build your community by staying in touch and sharing your views on Facebook, LinkedIn, or other channels.

3. Seek balance. On the other hand, Girl Scout cookies are still officially on sale for only about 6 to 8 weeks a year even in a 24/7 society, so girls can participate in other worthwhile projects. **It's a good reminder to stick to your own values and priorities.**

Girl Scout cookies are a delicious way to treat yourself and invest in your community. Let these young cookie entrepreneurs inspire you to take action and live the life you want.

9 Fast and Furious Ways to Get Out of a Rut



We all get stuck in ruts from time to time. ***You know you're in a rut when every day seems the same, and those days aren't very enjoyable.*** After a while, it's hard to know the best way to bring about the changes that can make life exciting, interesting, and enjoyable again. Ruts tend to be self-perpetuating and require a decent amount of energy to get back out.

Implement these 9 strategies to get out of your rut:

- 1. Realize that your discomfort is a good sign.** As humans, we tend to feel uncomfortable when we experience change in our lives. Accept the fact you might have some challenging feelings to navigate as you come out of your rut and get your life back on track.
- 2. Find a passion or interest to add to your life.** Now's the perfect time to take up yoga or the guitar. If you've always wanted to learn how to paint or try out mountaineering, go for it!

Your concerns and worries vanish when you're involved with something that fascinates you. (continued)

Make a list of the things you've never tried, but have always wanted to. Find one or two things that interest you the most and give them a shot.

3. **Schedule your new activity.** *Make your new hobby a priority* by scheduling it into your life. It should get the high-priority status it deserves.
4. **Look for a new job.** Work takes up a lot of our waking hours, so life is much more enjoyable when you like the field you choose. *If you feel like you're in a rut, maybe a career change is in order.* There's no reason to spend the majority of your adult life in a career that doesn't interest and excite you.
5. **Get physical.** Sometimes we spend so much of the day sitting and staring at a computer screen that we forget about our bodies.
6. **See the doctor.** If multiple aspects of your life seem to be in a rut, it might be time to see the doctor. It's possible that an underlying health issue might be the culprit of your rut.
7. **Start small.** It can be overwhelming to change every aspect of your life at once. *Avoid trying to change too much too quickly.*

Make a list of everything you would like to change about your life.

Start with either the easiest or most meaningful change.

Plan the best course of action for you at this time. You can always add in additional changes .

8. **Set a goal.** If you're lost, sometimes a goal is the best tool to refocus. Having a clear target can help you stay on track.
9. **Go someplace new.** Have you ever noticed you have a different perspective when you're in an airplane and look down? Life just seems a little different.

Experience a new location. The different surroundings and people are bound to alter your outlook on life. You might only have to hop in your car and head for the city or mountains.

Jumpstart your life today and get out of that rut. **Remember you'll have to adjust your behavior if you want your life to change.** Give these tips a fair chance and you'll be pleasantly surprised with the results. You can start small, but start today.
