



Discussion Guide

Episode 4: Innovation for Good | 9/17/20

What's good, Girl Scouts? In this episode, you met some amazing young women whose new ideas are making the world a better place, from software and tech to the fashion industry and entrepreneurship! Keep the conversation going and the innovation flowing with these questions.

General Questions

- Icebreaker! What song makes you feel happy and empowered?
- Even if you're not interested in starting your own business, what are some ways you could be entrepreneurial or innovative in your everyday life?
- Today's guests brought their passion to their businesses, whether that was animal care or environmental sustainability. Were you surprised by the kinds of companies (tech and clothing, for example) they built based on their passions?

The Power of Girl Scout Alums: Lizz Whitacre

- Many Girl Scouts take action for animals—have you or your friends done something to support animals in your community? How did you feel afterward? Could you relate to Lizz?
- Lizz's advice was to get started as soon as possible. What's something you're passionate about, and how could you take action for it right now?

Interview with Maya Penn

- Maya built her company around something she cared about: sustainability. What are some of your values that you could see shaping what you study, where you work, or even a future business idea?
- Fashion designers use their craft to make a statement, whether through the materials they use, the design, or even literal words on a T-shirt! Does your clothing make a statement about you? What is it?
- Maya says "it's good for things to go wrong in business." Do you agree or disagree with this statement? What's possible when things go wrong?

Girl Scouts Around the World

- What are some similarities between the ways that Girl Guides and Girl Scouts represent themselves in different countries? What differences do you notice?
- Have you seen the new [Girl Scout uniforms](#)? What's your reaction?
- If you could design your own uniform, what would it look like? What innovative features would you want to add?

Take It Further!

- Practice thinking like an entrepreneur by trying out Girl Scouts at Home activities from the [Business Creator](#) badge for Cadettes or the [Business Startup](#) badge for Seniors!
- Watch GSUSA's recording of [The Business of Big Ideas](#) to hear from more inspiring entrepreneurs.
- Be like Lizz and earn your Cadette Animal Helpers or Senior Voice for Animals badges.
- We want to hear from you! Tell us what you thought of this episode on our Instagram or Facebook.