

Three Ways to Support Your Girls' Entrepreneurial Spirit

Did you know that by earning the Girl Scout Cookie Business badges, girls are learning to think like entrepreneurs? Entrepreneurs create new businesses, products, services, ideas, or processes or find ways to improve the world around them. This is important for girls because learning to think like an entrepreneur prepares them for any future career as they learn to become confident, curious, and innovative thinkers who seek challenges, collaborate with a team, and learn to solve problems around them.

To find out more about girls and entrepreneurship, check out the Girl Scout Research Institute's (GSRI's) latest study, *Today's Girls, Tomorrow's Entrepreneurs*, and take action to support girls' entrepreneurship. The research tells us that girls are poised to be leaders in entrepreneurship—they have the interest and ability—but we need to help them get there!

HERE ARE THREE WAYS YOU CAN TAKE ACTION TO SUPPORT YOUR GIRL SCOUTS!

1. Celebrate girls' interest in entrepreneurship.

- **Emphasize to girls that they have what it takes to lead in this space.** Acknowledge and encourage girls when you see them—
 - Being curious about how things work
 - Adapting to a changing environment
 - Collaborating with others to accomplish a goal
 - Taking initiative on a project or even a simple task
 - Embracing challenges, even when things are difficult
 - Trying again when things don't work the first time
- **Celebrate the great things girls are already doing.** Help them see that their experiences innovating, leading, organizing, and fundraising are a foundation for entrepreneurship and a way to change the world.



78%

of girls are interested in becoming an entrepreneur in the future

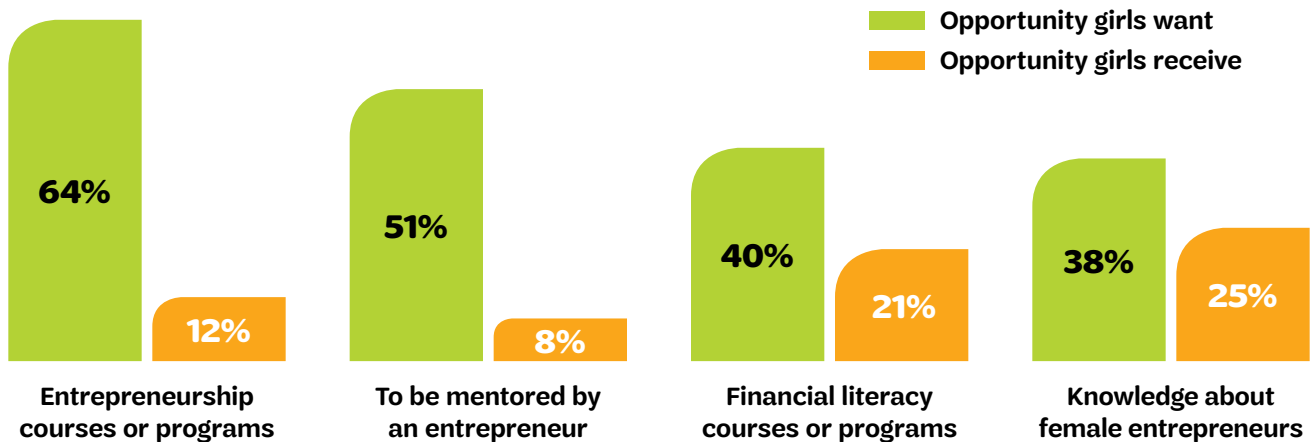
76%

are interested in starting their own company

84%

want to lead a cause or campaign for something they believe in

Girls know the learning opportunities they want—but there is a large gap between what they want and the opportunities they receive!



2. Encourage opportunities to learn about and practice entrepreneurial skills.

- **Provide girls with the learning opportunities they’re asking for**, including more access to experiences that help them practice and overcome the fear of failure.
- **Give girls the opportunity to “try on” entrepreneurship in safe places.** The Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—is one example where girls get hands-on experience practicing a variety of skills, such as goal setting, decision making, money management, people skills, and business ethics as they learn to think like entrepreneurs. Each year, participating girls can earn one of the Financial Literacy badges and **Cookie Business badges** with their Girl Scout team, plus the **Cookie Entrepreneur Family pin** alongside their family.
- **Help girls channel their fear of failure and risk taking into learning.** Challenge them in ways that fuel their desire for creativity and their ability to learn from failure or setbacks. And don’t just recognize their finished product or project but celebrate and encourage them when they persist through challenges and setbacks along the way.
- **Teach girls about social entrepreneurship.** We know that girls want to make the world a better place, so teach them about social entrepreneurs who’ve done just that to showcase the power of entrepreneurship as a way to improve society.
- **Ensure that girls have access to financial literacy education that grows as they grow.** Girls are curious about how to become financially independent and interested in opportunities to learn more about it. Talk to them about finances and give them hands-on experience managing their own money. Girls can earn a Financial Literacy badge every year they’re in Girl Scouts, allowing them to build skills over time.



3. Connect girls to entrepreneurs.

- **To pave the way for more girls' entrepreneurial success, they must have access to networking, role models, and mentors.**

Entrepreneurs who have a mentor are more likely to start a business that succeeds over time. And mentors help close the gender gap in business—when mentored, female-owned businesses are as successful as male-owned businesses (measured by equivalent growth, job creation, and longevity).



- **Schedule face-to-face time between girls and female entrepreneurs or innovators.** These women can clarify some of the ambiguity about how to get started; answer questions about how they have handled stereotypes about women in business, stress, and the risk involved; and, ultimately, inspire girls to work hard to meet their fullest potential. Encourage guest entrepreneurs to talk about:
 - The moment they knew they wanted to be an entrepreneur
 - How they figured out where to start
 - A major setback they had to overcome in their career
 - How they built their network of support
 - How their business makes the world a better place
 - How they take care of themselves physically and mentally

Girls are ready to be leaders in entrepreneurship—they already have the interest and ability, so we just need to support them along the way by giving them more access, assistance, and opportunities.

We need your help advocating for girls. Please share this research with someone who can take action on behalf of girls. We need more amazing advocates like you to make sure the world is ready for entrepreneurial girls, because we know that they're ready to take on the world.

Thank you for all you do for girls!

**Download the full report
for more details!**

**Including tips for how adults can help more girls
become leaders in this space.**

www.girlscouts.org/success

The *Girl Scout Research Institute* delivers data-driven insights across the Girl Scout Movement and beyond, leading national conversations about girls and their development via groundbreaking original studies.

The Girl Scout Research Institute
Girls Scouts of the USA
420 Fifth Avenue
New York, NY 10018
gsresearch@girlscouts.org