

# Today's Girls, Tomorrow's Entrepreneurs

## Transforming interest and aptitude into success

**H**elping girls enter the business and entrepreneurial workforce is beneficial for girls *and* the world. If girls are left out of the entrepreneurial space, they can suffer from long-term financial and career consequences. But when girls' and women's ideas for how to change the world are put into action, the economy gains revenue and society gains ingenuity. **Encouraging girls' interest in entrepreneurship prepares them for any future career of their choosing.** The social and emotional qualities that lead to successful entrepreneurship, like curiosity, confidence, and innovation, are crucial for all types of academic and career success. Building such skills prepares girls for workforce readiness no matter where they go or what they decide to do.

The Girl Scout Research Institute recently conducted a national survey with 1,506 girls ages 8–17 to better understand how girls define, experience, and aspire toward entrepreneurial pursuits in their current and future lives. **What we learned shows that many are already actively engaging in entrepreneurial activities and possess an entrepreneurial mindset.** To transform this interest and aptitude into success, we need to provide girls with opportunities to learn in the entrepreneurial space and remove the obstacles that girls themselves identify: perceptions that women in business face a steeper hill to climb than men. In other words, the world needs to get ready for girls!

### Key Findings

**Girls possess many of the traits we know are linked to future entrepreneurial success. Six in ten girls have the qualities that make up an entrepreneurial mindset. These girls:**

- Want to change the world and are confident in their own abilities to make their mark
- Embrace challenges, take risks, and see failing as an opportunity to learn and grow
- Are curious and innovative self-starters
- Are collaborative team players open to new ideas and knowledgeable about where and when to reach for help

Girls who are still developing an entrepreneurial mindset need the most support when it comes to community problem solving, innovative thinking, and challenge seeking—and they are less likely to see failure as an opportunity to try again.

**Today's girls are the entrepreneurs of the future.**

- **More than three in four girls are interested in becoming an entrepreneur in the future (78%) or are interested in starting their own company (76%).** Even more girls (84%) want to lead a cause or campaign for something they believe in.



To many, entrepreneurship is synonymous with start-ups or capital ventures. But at Girl Scouts, we know that entrepreneurial innovation can also be used to solve social problems and make the world a better place.

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

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

[www.girlscouts.org/succeed](http://www.girlscouts.org/succeed)

**Girls' entrepreneurial outlook is bright! They are:**

- ✔ Innovative thinkers
- ✔ Challenge-seekers and risk-takers
- ✔ Curious learners
- ✔ Confident
- ✔ Socially conscious problem-solvers
- ✔ Collaborative

- **Most girls are already actively engaging in entrepreneurial activities.** Nine in ten girls (89%) have already done something related to entrepreneurship, like volunteering, selling items as part of a fundraiser or school club, encouraging someone to join a social cause, or finding a new way to use a product or service.
- **Black and Latina girls are especially interested in and particularly poised to become leaders in entrepreneurship.** More than eight in ten Black and Latina girls are interested in being an entrepreneur (85% Black girls, 86% Latina girls) or in starting their own company (85% Black girls, 81% Latina girls).

**Although girls express confidence in their ability to be entrepreneurs, they also identify key challenges to getting started,** including not knowing where to start (34%), fear of failure (29%), not thinking entrepreneurship is worth the risk (38%), and the perception of an uphill battle related to gender equality.

- Three in four girls believe they will have to work harder to succeed in entrepreneurship because of their gender.
- Girls agree that men and women are equally capable of being the CEO of a company or starting their own business, but many believe that men are more likely than women to actually do it.
- As girls get older, they're less likely to believe that society supports women in entrepreneurship.

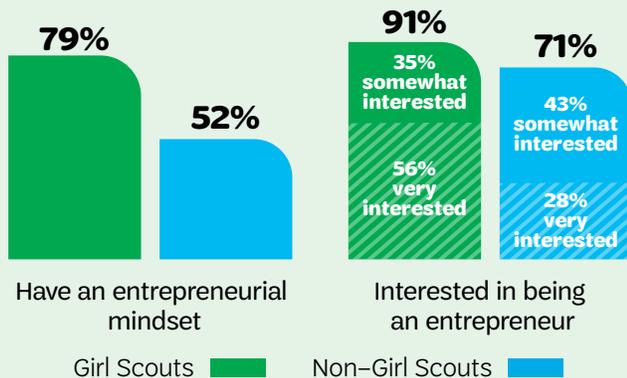
**Girls are clear about what support they need:**

- More entrepreneurship courses/programs (64%)
- To be mentored by an entrepreneur (51%)
- More financial literacy or money-management courses or programs (40%)
- To learn more about female entrepreneurs (38%)



**The Girl Scout Difference**

Girl Scouts are more likely than other girls to have an entrepreneurial mindset and are more likely to want to be an entrepreneur in the future:



These differences hold true even when controlling for education, family income, and girls' ages.

■ **Girl Scouts particularly shine** when it comes to community problem solving, innovation (e.g., ideas about how products, services, or processes could be improved), social capital (e.g., knowing how to link with others who can help them achieve their goals), and using failure as an opportunity to learn.

■ **Girl Scouts have had more opportunities to do the types of activities that support entrepreneurship.** On average, Girl Scouts were two times as likely to have done entrepreneurial activities than other girls.

Through Girl Scout experiences, girls develop the attitudes, skills, and behaviors they need to succeed in life, giving them the courage to fail and keep trying, the tools to create an independent future, and the power to do good in the world.

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.

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