Girl Scouts have had more opportunities than other girls to do entrepreneurial-type activities. On average, Girl Scouts were twice as likely to do entrepreneurial activities compared to non-Girl Scouts.

Girl Scouts say the Girl Scout Cookie Program built their entrepreneurial interest and skills. Through the Girl Scout Cookie Program—the largest girl-led entrepreneurial program in the world—girls get hands-on practice with a variety of skills, including goal setting, decision making, money management, people skills, and business ethics as they learn to think like entrepreneurs. During the program, they learn from setbacks; collaborate with other girls to reach common goals; and, over time, take on more responsibility for their cookie business as they progress through Girl Scouts.

Girls say the cookie program:
- Increased their interest in entrepreneurship (86%)
- Helped them believe they can be an entrepreneur someday (91%)
- Taught them what it takes to succeed as an entrepreneur (91%)
- Helped them build the skills to succeed as an entrepreneur (92%)
- Gave them opportunities to make decisions while taking responsibility for their cookie business (76%)

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