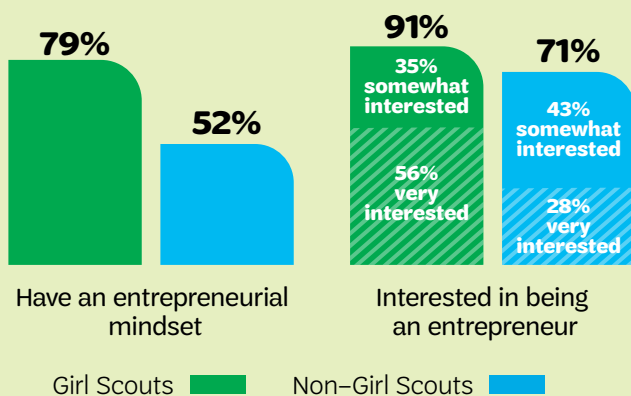




# Entrepreneurship: The Girl Scout Difference

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.

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.

## 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](http://www.girlscouts.org/success)

### 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%)