

Act Now for Today's Girls, Tomorrow's Entrepreneurs

Tips for everyone who wants to support girls' entrepreneurship

The Girl Scout Research Institute's new study, *Today's Girls, Tomorrow's Entrepreneurs*, says girls are poised to be leaders in entrepreneurship—they have the interest and the aptitude, but we just need to help them get there! How will you act for girls today? Here are some ideas to get started.



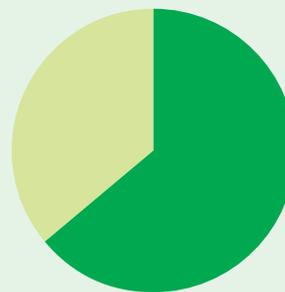
Six in ten girls have an entrepreneurial mindset, but less than half of new entrepreneurs are women.

1. Celebrate girls' 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 change
 - 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.

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

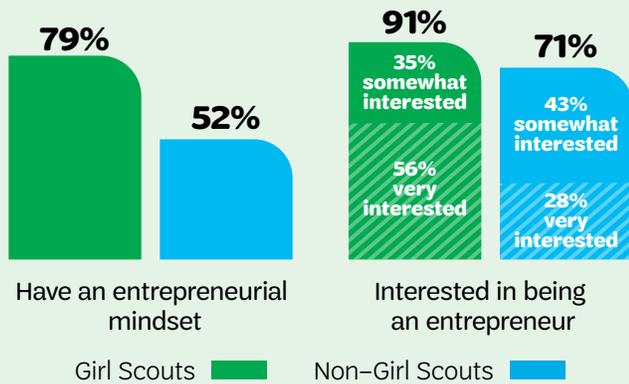
- **Provide girls with the learning opportunities they're asking for**, including more access to entrepreneurship, financial literacy, or money-management courses/programs, as well as experiences that help them practice and overcome the fear of failure.



64% of girls said they want more entrepreneurship courses or programs

- **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 **Cookie Business badges** with their Girl Scout team, plus the **Cookie Entrepreneur Family pin** alongside their family.

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:

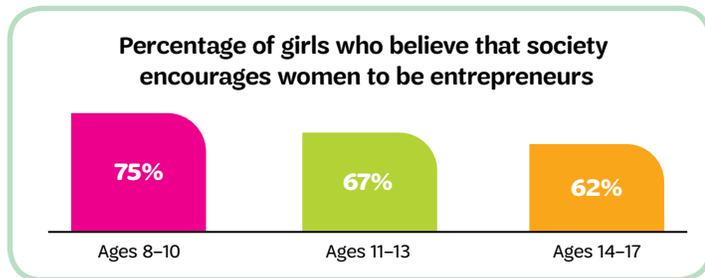


- **Help girls channel their fear of failure and risk taking into learning.** Challenge them in ways that fuel their desire for creativity and their aptitude for risk taking into opportunities to fail, ultimately helping them learn from and overcome their fear of failure. And don't just recognize their finished product or project but celebrate and encourage them when they persist through challenges and setbacks.
- **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 want to be financially independent and are interested in building their **confidence and knowledge of financial literacy**. 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 confidence and skills over time.

3. Mentor a girl.

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

4. Conquer gender biases and close the leadership gap.



- **Ask adult role models to make an ongoing commitment to eliminate gender biases from their vocabulary and to nurture girls' interest in entrepreneurship.** This includes using female examples of entrepreneurs and inventors when talking about entrepreneurship and eliminating gender-biased language like “businessmen” or “manpower,” which can alienate girls.
- **Invest in girls (and women!) to close the leadership and pay gap.** The top issue that women in business face is a lack of investments and financial backing. The good news is that when companies do invest in women, the results speak for themselves. Female-founded start-ups generate more revenue over time and more revenue per dollar invested than male-founded start-ups.
- **Ensure equity in the workplace.** One of the top five non-negotiables girls discuss for their careers is working in an environment where men and women are treated equally. Examine the organizations you are a part of. Are there enough women at the table in leadership roles? Reach out to each organization's leaders to hear what they're doing to make room for today's girls.

- **You have to see it to be it.** Latina girls in particular don't think society supports women's entrepreneurship—let's change that positive role models and messaging.

Girls need your advocacy. Share this research with someone who can act on behalf of girls. We need more amazing advocates like you to make sure the world is ready for entrepreneurial girls, because we know they are ready to take on the world.

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