

WE BUILD LEADERS!

The Girl Scout DNA makes Girl Scouts more likely than non-Girl Scouts to ...

Be solution-oriented
and less likely to be
a bystander

Be mentally and
emotionally stronger

Have
entrepreneurial
spirit or
experience

Be better
skilled at
team-
building

Not
experience
gender bias

Exercise
empathy
and emotional
intelligence

Practice proficiency
in a variety of skills
and interests
(business, STEM,
arts/creative,
social impact,
environment)

Have real world
experiences

Form stronger female
networks personally
and professionally

Building girls of
courage, confidence,
and character,
who make the world
a better place.

Sustainable growth through
quality experiences because
GIRLS MATTER

SOURCES: More Than S'mores: Successes and
Surprises in Girl Scouts' Outdoor Experiences, 2014;
How Girl Scouting Benefits Girls, 2014;
Financial Empowerment, 2014; Girl Scout
Worldview Report, 2015

Set ambitious goals and
think about the future

Own her success

Be optimistic
with a "can-do"
attitude

Look for new
experiences

Be skilled
at conflict
resolution

Advocate for
herself and others

Self-identify as
a leader (at work,
school, with
friends, and in
the community)

Be financially
independent
(on average make
\$10k more than
peers as adults)

Be civically and
politically engaged
locally and globally

Overcome failure and fears

Experience adventure
in the outdoors and
healthy living

