

GIRL SCOUT RESEARCH INSTITUTE

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Girls Want a Different Kind of Leadership

What kind of leadership does this generation of girls aspire to and connect with? What drives today's girls to be leaders? What inhibits them? What do we need to know in order to support the next generation of girl and women leaders?

Change It Up! What Girls Say About Redefining Leadership (2008), presents findings from a national study of over 4,000 girls and boys ages 8 to 17 on leadership with answers to these very same questions and more. Girls are clearly saying that we need to "change it up" in how we define and think about leadership.

Change It Up! supports the New Girl Scout Leadership Experience—Girl Scouting's new commitment to girls' leadership development for girls in kindergarten through high school to be launched this fall! The New Girl Scout Leadership Experience embraces the definition of leadership girls are calling for.

Sincerely,
Michael Conn, Ph.D.
 Vice President, Research
 Girl Scout Research Institute
 Girl Scouts of the USA

GIRLS REDEFINE LEADERSHIP

Over nine out of ten of girls say they want to be or would not mind being leaders. In today's culture, girls, regardless of age, see the command-and-control concept of leadership as too limiting and the least appealing or aspirational. Instead, girls would aspire to a different kind of leadership focused on personal principles, ethical behavior, and the ability to affect social change.

Girls are not alone in their ideas and concerns about leadership. Boys also find the command-and-control definition of leadership the least appealing or aspirational.



Over 90% of girls believe that no matter who they are, girls can learn to be good leaders and 67% of girls say they have had some opportunity to be a leader.

Yet, only 21% believe they currently have *most* of the key qualities required to be a leader.

A relevant and successful leadership program for girls must address their aspirational or preferred definition of leadership, their need for emotional safety, and their desire for social and personal development.

[Visit our website](#) today to order *Change It Up! What Girls Say About Redefining Leadership* today in English and Spanish!



You may also [download](#) supplemental and summary pieces to *Change It Up! What Girls Say About Redefining Leadership* for parents (in English and Spanish) and volunteers, and Girl Scout councils.

LEADERSHIP: RESEARCH AND EVALUATION

Over the past two years, the GSRI has released three publications that support and inform the New Girl Scout Leadership Experience:

- [Exploring Girls' Leadership \(2007\)](#)
- [Change It Up! What Girls Say About Redefining Leadership \(2008\)](#)
- [Transforming Leadership: Focusing on Outcomes of the New Girl Scout Leadership Experience \(2008\)](#)

Exploring Girls' Leadership reviewed the current literature on girls and leadership. The gaps found in the literature gave rise to the original research study *Change It Up! What Girls Say About Redefining Leadership*, which revealed what girls are calling for in an effective leadership experience. *Transforming Leadership* maps out the projected outcomes of the New Leadership Experience for girls. These research and evaluation pieces work in parallel to support and inform the new leadership experience for girls in Girl Scouting.



DID YOU KNOW?

Ninety-two percent of girls want to be or would not mind being leaders.

Ninety percent of Latina girls agree that no matter who they are, girls can learn to be good leaders.

Eighty-two percent of African American girls say their mothers encourage them to be leaders, followed by their fathers and teachers (59%).

—GSRI, *Change It Up! What Girls Say About Redefining Leadership (2008)*

ABOUT GSRI

The Girl Scout Research Institute, formed in 2000, is a vital extension of Girl Scouts of the USA.

The GSRI conducts original research, evaluation, and outcomes measurement studies, releases critical facts and findings, and provides resources essential for the advancement of the well-being and safety of girls living in today's world.

The GSRI also informs public policy and advocacy for Girl Scouting.

ABOUT GIRL SCOUTING

Girl Scouts of the USA Mission Statement

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

GIRL SCOUT CORE BUSINESS STRATEGY

TRANSFORMING GIRL SCOUTS FOR THE 21ST CENTURY

Girl Scouts began to develop its [Core Business Strategy](#) in 2004 to ensure that this historic organization continues to be the best leadership experience for girls ages 5 to 17.

The [New Girl Scout Leadership Experience](#), launching this fall 2008, engages girls in discovering themselves, connecting with others, and taking action to make the world a better place. A key part of the New Girl Scout Leadership Experience is the [leadership journey](#), a coordinated series of activities grouped around a theme.

Each journey is tied to some of Girl Scouts' [15 national outcomes](#) (PDF, 31 KB) for girls, as defined in the Girl Scout Leadership Model. These outcomes are integral to the three leadership keys: [Discover, Connect, and Take Action](#) (PDF, 70KB).

[Learn more about the New Girl Scout Leadership Experience for girls launching this fall 2008!](#)

GIRL SCOUT PROGRAM RESOURCES

[Girl Scout Gold, Silver, and Bronze Awards](#)

[Young Women of Distinction](#)

[Challenge and Change](#)

[The White House Project](#)

[uniquely ME! The Girl Scout/Dove Self-Esteem Project](#)

[World Association of Girl Guides and Girl Scouts](#)

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