



The Girl Scout Leadership Experience: *Delivering Fun with Purpose!*

The Girl Scout Leadership Experience (GSLE) encourages girls to **Discover** themselves, **Connect** with others, and **Take Action** to make the world a better place. Guided by supportive adults and peers, Girl Scouts engage in age-appropriate activities that are girl-led, cooperative, and hands-on.

Participating in the GSLE helps girls develop important leadership skills they need to become successful adults. Girls who engage in the GSLE are more likely to enjoy and attribute their leadership skills to Girl Scouts. The GSLE delivers “fun with purpose” by helping girls gain valuable life skills and amazing new experiences while having fun and building friendships!

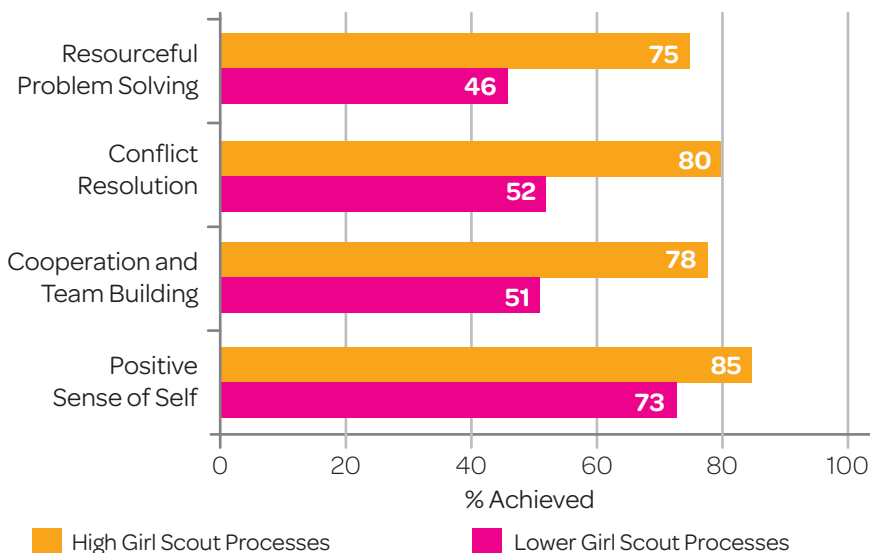
5 Reasons Girls Should Participate in the Girl Scout Leadership Experience

1. It’s not just what girls do, but how they do it!

In Girl Scouts, girls get outdoors, participate in the cookie program, earn badges and awards, and much more! When these Girl Scout activities are girl-led, cooperative, and hands-on, girls show greater benefits. In a recent survey conducted by the Girl Scout Research Institute¹, girls who experienced the 3 Girl Scout processes—Girl Led, Cooperative Learning, and Learning by Doing—outperformed their peers on all GSLE outcomes measured. For example, experiential learning increased girls’ problem-solving skills by 29 percent!

74%
of Journey users say because of Girl Scouts, they’ve become a leader in more activities, compared to 61% of non-Journey users.

Percent of girls who achieved an outcome, by Girl Scout Processes



2. The Journeys bring the Girl Scout Leadership Experience to life.

Leadership Journeys are core to Girl Scouts because they teach girls to create solutions for issues they care about most. Sixty-nine percent of girls say they’ve had a Journey-based experience. Journey users are more likely than non-Journey users to come up with their own ideas, build teams, and experience the joy of “learning by doing.” Girls who use Journeys build leadership skills—and attribute their skills development to Girl Scouts—at a higher rate than girls who do not.



3. Supportive adults make Girl Scouts great!

Adults play an important role in shaping girls' experiences. Eighty-two percent of Daisies and Brownies agree that "Adults in Girl Scouts make learning fun!" Moreover, older girls who agree that "In Girl Scouts, there is at least one adult who makes me feel like I'm valuable" are more likely than their peers to be satisfied with Girl Scouts (95 percent vs. 69 percent) and to report that Girl Scouts has prepared them to be a leader (96 percent vs. 81 percent).

4. The GSLE builds girl leaders.

Girls who use Leadership Journeys and have supportive adults and peers in Girl Scouts become more active and engaged learners and develop important leadership outcomes, such as positive sense of self, practical life skills, critical thinking, healthy relationships, cooperation and team building, conflict resolution, and resourceful problem solving. The GSLE is especially impactful on cooperation and team building and resourceful problem solving.

5. Girls recognize the benefits of Girl Scouts!

Girls find their participation in Girl Scouts to be a worthwhile experience. Eighty-four percent of girls say that they learned or did new things in Girl Scouts, and 80 percent reported that in Girl Scouts they were able to do things that they could not have done in other places.



girls say that because of Girl Scouts, they have become a leader in more activities with their friends, classmates, as well as in their community!

To learn more about the Girl Scout Leadership Experience, visit [girlscouts.org/gsle!](http://girlscouts.org/gsle)

About the Girl Scouts of the USA

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls, with approximately 3 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place.

Findings are based on data collected in the spring of 2013 by the Girl Scout Research Institute. Survey responses come from over 10,000 Girl Scouts in grades K-12 and represent a diversity of geographical, socioeconomic, and racial/ethnic backgrounds. Special thanks to participating Girl Scout councils: Arizona Cactus-Pine, Black Diamond, Central and Western Massachusetts, Central Illinois, Citrus, Eastern Iowa and Western Illinois, Eastern Massachusetts, Eastern Missouri, Eastern Pennsylvania, Eastern Washington and Northern Idaho, Gateway, Greater Chicago and Northwest Indiana, Greater Iowa, Greater Los Angeles, Greater New York, Green and White Mountains, Gulfcoast, Heart of Central California, Nassau County, North Carolina Coastal Pines, Northeast Ohio, Northeast Texas, Northern Illinois, Ohio's Heartland, San-Diego Imperial, Utah, Virginia Skyline, and Western New York.