

EmpowerHER!

Empowering young girls to become
exceptional community & business leaders

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Overview

- Understanding the Urgency
- Growth Mindset
- Watch Your Language!
- Empowered Girl to Exceptional Business Leader
- Action Planning

The Goal: To leave here with a fresh perspective, armed with the skills to challenge stereotypes, promote equality, and empower yourselves and the girls in your communities.


The Urgency in 2023

In some ways we have turned things around:


- Now 2x more women enrolling in college
- More woman than ever out-earning husbands in hetero marriages- 1/3

What hasn't changed:

30%
Between ages
8 -14 girls'
confidence
drops




75% teen girls
Worry about failing & feel
pressure to be perfect


Believe boys will grow up
to make more money

80% of girls
Want to feel more
confident about themselves

46%
In tween-teen
years, confidence
that *others like*
them drops



The Urgency in 2023

How most girls define confidence:

“Being proud of who you are”

How most boys define confidence:

“Believing you can achieve anything.”

What this demonstrates:

- Girls’ tendency to focus on: self-discovery, self-worth, self-esteem
- Boys’ more action-oriented mindset from adolescence

Growth Mindset

Empowering young girls starts with education.

- Neuroplasticity- talk about it
- Dr. Carol Dweck- Growth Mindset vs Closed Mindset
- In order to grow, we must not fear making mistakes
- When confidence plummets, openness to risk and failure is buried
 - Cultural & biological signals tell girls to be careful, value perfection, & avoid risks
- Acknowledge & validate effort; focus on the process
- Provide feedback, “that seemed challenging, but you really stuck with it.”

Growth Mindset

Most importantly: Model the behavior you teach

The Power of YET

Child: "I don't know how to read"
You: "...Yet!"

Help kids understand from an early age that we have an ongoing capacity to learn & grow

Encourage Risks

Help youth recall a time when they were scared to try something, but then they loved it!

Encourage esp tween-teen girls to not always play it safe

Change "fail" to "learn"

Encouraging & praising willingness to try and learn from mistakes without punishment helps young girls reframe failure, and alleviate the pressure of perfectionism

Role Models

Encourage mentorship & identify role models

- Mentorship can stop the confidence slide
- 86% of teen girls say they'd be more confident with a mentor
- Mentorship programs result in:
 - Healthier relationships and lifestyle choices
 - Better attitude about school
 - Higher college enrollment rates
 - Higher educational aspirations
 - Enhanced self-esteem and self-confidence
 - Improved behavior, both at home and at school
 - Stronger relationships with parents, teachers, peers
 - Improved interpersonal skills
 - Decreased likelihood of drug and alcohol use



Encourage Extracurriculars

Encouraging young girls to pursue interests and passions builds confidence and leadership skills

Watch your Language!

Let's redefine "nice" and "polite" to recognize the power in assertiveness

Nice & Polite

- = Communicating directly
- = Offering feedback
- = Establishing boundaries
- = Saying no (without guilt)
- = Being authentic & honest
- = Sharing thoughts & opinions
- = Expressing needs & feelings
- = Disagreeing with someone else's thought or opinion
- = Taking the lead
- = Standing up for oneself & others

Watch your Language!

Feminism is not a bad word!

- A force for equality & empowerment
- To establish the political, economic, personal, and social equality
- Outdated gender norms can hold women back
- Girls make assumptions about how we're "supposed" to be

Reflect:

- *What type of language do I use that might be outdated?*
- *Do I tend to compliment girls on their appearance or results or on their boldness, assertiveness, and effort?*

Empowered Girls become Exceptional Business Leaders

Top Leadership Competencies

- Strategic thinking
- Communication skills
- Empathy & authenticity
- Critical thinking
- Conflict resolution
- Change management
- Emotional intelligence
- Navigating ambiguity

“Overreactions to criticism and failure often occur because of how we think. The way she interprets her mistakes will affect the way she feels and acts”

- The Curse of the Good Girl, Rachel Simmons

Action Planning

Taking what we learned and implementing

Girls' Empowerment Action Plan

Name: _____ Date: _____

I. Goal: (State a clear and specific empowerment goal)

II. Why is this goal important to you? (Explain why this goal matters to you personally and how it relates to your growth and empowerment.)

III. Steps to Achieve the Goal: (List the specific actions you need to take to work towards your empowerment goal. Be as detailed as possible.)

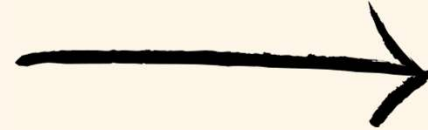
• **Action Step 1:**

- What will you do?
- When will you start?
- How often will you do it?

THANK YOU!



Scan this QR code to receive your free EmpowerHER action planning worksheet!



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