



Keep Her Spirit Alive

Girls Leadership Research

Highlights from Research Report Commissioned by She Should Run and Powered by Barbie

1. Parents believe girls are ready to lead and change the world, especially after this election season.
2. Parents and family are the key role models who can inspire girls to consider elected office.
3. There is still work to be done. Girls face barriers that parents and our culture need to break down to ensure that girls are encouraged to aspire towards elected office.

Key Findings*

- The new research underscores the uneven playing field for boys and girls when it comes to leadership.
 - Parents see their daughters as natural-born leaders, setting lofty goals and believing in their ability to succeed.
 - Yet, these same parents acknowledge that a gender gap exists in the fields of leadership and politics. Moms and Dads agree that boys are more likely than girls to enter the world of politics/leadership; to receive encouragement to do so; and to be taken seriously in this space. And the majority of parents believe girls will have to work harder to enjoy the same success as boys.
 - But they don't necessarily view boys as more qualified leaders. In fact, most parents perceive both boys and girls to be equally likely to do a good job in a leadership role.
- Girls are perceived to be more in tune with others while boys are perceived to be more outspoken.
- Lack of confidence – in terms of fear of failure and fear of speaking in front of others – is what parents say would present the biggest barrier to their daughters pursuing a leadership role.
- Parents, especially moms, are interested in more leadership programs for girls – including after-school programs, mentoring programs, and a leadership course in school – as well as specific resources for parents – to help guide their daughters into leadership.

Based on these findings, we have launched an incubator course for parents to use with their daughters to inspire the next generation of leaders.

*She Should Run partnered with Decision Analyst to conduct a national, online survey from 11/4/16 to 11/9/16 of 500 parents/guardians of girls who are aged 5-10.