



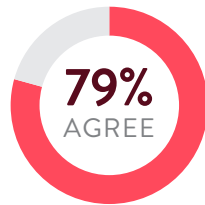
RESEARCH STUDY

The impact of role models on young girls' interest and ambition in leadership roles

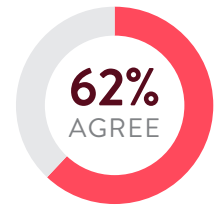
In order to reach gender equality in our lifetime, the next generation of girls must be able to see their own possibilities and promise. She Should Run conducted a survey to understand attitudes and behaviors of parents and non-parents toward their young daughter or young girl in their life when it comes to pursuing leadership.

LEADERSHIP POTENTIAL IN GIRLS

It is important that the girl in my life reaches her leadership potential.



I observe that the girl in my life has a desire to lead.



Adults who have regular conversations about leadership, etc., with their girls are significantly more likely to agree that their girl desires to be a leader.

ADULTS AS ROLE MODELS

As a parent, I consider myself to be a role model to my daughter.



As a non-parent, I consider myself to be a role model to the girl in my life.



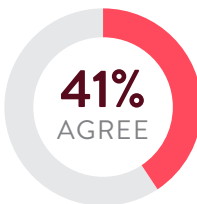
Adults must be jolted out of their complacency and must face the reality that, not only are they role models, but they are among *the most important role models* to the young girls in their lives.

Moms and, to a lesser extent, dads, are most widely identified as role models for younger girls aged 5-8.

Parents have the greatest opportunity to build political ambition with their young daughters by hosting conversations about leadership.

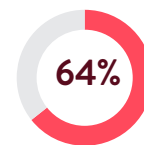
PLAY AS A LEADERSHIP DRIVER

I have encouraged or observed leadership role-play or imaginative play

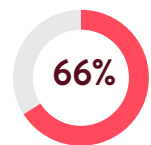


Of this group, respondents observed an increase in...

interest in leadership roles



perception of leadership potential



Play has the potential to shift a girl's perception of herself but just under half of the survey respondents have observed leadership-focused play. Barbie's contributions through COTY in this space have the potential to shift the needle on how girls perceive themselves as leaders.

Top 3 Barriers to Girls' Leadership

1

Fear of failure

2

For white girls:

Fear of speaking in front of others

For girls of color:

Fear of discrimination

3

Not sure where to start

Adults highlight fear of discrimination as a stepping stone for young girls of color to be able to see themselves as leaders and be accepted in their pursuit of leadership opportunities.

Parents and role models need to be prepared to talk to young girls about prejudice and discrimination in ways that empower them to break through these barriers.

How to Build Political Ambition in Young Girls

Based on these survey findings and formal analysis by our research firm, She Should Run's Help Her Lead curriculum is affirmed as a best fit for fostering a girl's leadership and closing the dream gap. The following action steps, comprised in the curriculum, reflect conclusions drawn from the survey data:



TALK

Intentionally host conversations about why it's important to lead and how to develop her leadership skills. Introduce her to women in political leadership and point out similarities between her and the leaders she admires.



DEMONSTRATE

Expose the girl in your life to activities that relate to political leadership. She can join you in fundraising or volunteer efforts. You can role-play how to give a speech. These practices help girls overcome their fears regarding leadership.



GUIDE

Having regular positive interactions with a young girl automatically makes you her role model. Use your position to positively reinforce her willingness to take risks and pursue goals. Set an example by sharing stories of how you have embraced leadership in your life.