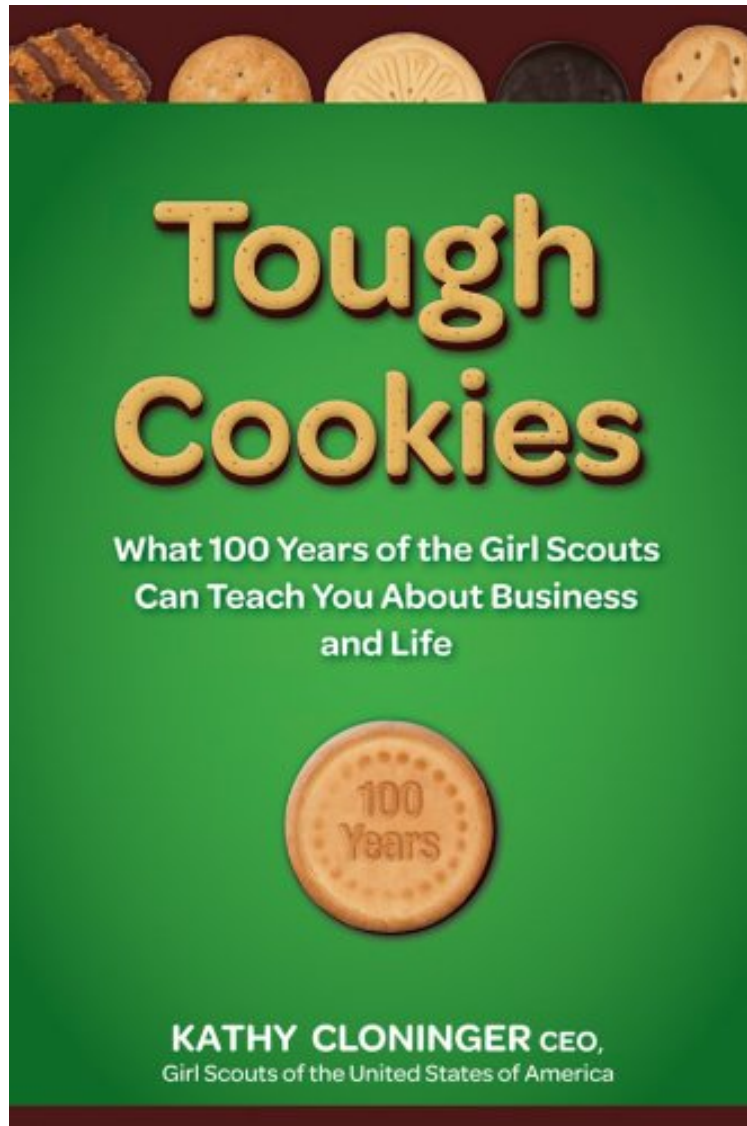


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Tough Cookies: Leadership Lessons from 100 Years of the Girl Scouts

Kathy Cloninger

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Kathy Cloninger : Tough Cookies: Leadership Lessons from 100 Years of the Girl Scouts before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tough Cookies: Leadership Lessons from 100 Years of the Girl Scouts:

5 of 5 people found the following review helpful. Tough CookiesBy greenlady1If you are a Girl Scout Volunteer or parent of a Girl Scout and are having a difficult time understanding all the changes being made in the organization, then I suggest reading this book. It's written in plain, ordinary language, easy to understand terms and lots of relatable

situations. I as a volunteer Facilitator for our council read this book and it made everything seem so much more clear to me, as to WHY things are changing the way they are, which had never really been explained in quite the way this book does it. It's well worth the money and helps you understand the direction the our National CEO is taking us into the future..0 of 0 people found the following review helpful. Lessons in leadership, lessons in Girl ScoutingBy QueenBilleenI picked this up to expand my understanding of Girl Scouts USA ways and practices. Big changes have been happening in the organization since 2005 and many veteran leaders have been discombobulated by the new push in leadership training for girls. Tough Cookies spells out the reasons why these changes have occurred and GSUSA's hope for the future. On a personal level, the author's vision and drive have inspired me to keep my eye on the big picture of being a woman of courage, confidence, and character who makes the world a better place one Girl Scout at a time.2 of 2 people found the following review helpful. It tries to be like the boy scouts and learning how to make money ...By Nina L. MurphyDon't care for this book. It tries to be like the boy scouts and learning how to make money by selling their cookies.Very boring in my eyes. Would not recommend it to anyone.NinaSan Rafael, CA

Fundamental principles for how Girl Scouts USA is run and why it's so successful Millions of American businesswomen, thought leaders, and politicians received their first lessons in salesmanship, money management, marketing, teamwork, and fulfillment in the Girl Scouts. The Girls Scouts has shaped the lives of more than 50 million alumnae alive today. Eighty percent of American female senior business executives and business owners are former Girl Scouts. In March 2012, the Girl Scouts will celebrate their 100th anniversary. Tough Cookies captures the essence of this iconic organization and the principles that have allowed them to build and sustain a 100-year-old organization. Under current CEO Kathy Cloninger's leadership, the Girl Scouts has transformed and enhanced its ability to develop leadership in young women. Tough Cookies outlines the rise of the Girl Scouts, this recent and dramatically successful shift, and lessons that are applicable to make any business or organization a success. An inspiring story of the Girl Scouts founding, along with leadership and business lessons that can be applied to organizations of any size No other organization compares to Girl Scouts in size, experience, and resources devoted to developing leadership skills Publication coincides with the 100-year anniversary of GSUSA What can your business learn from the Girl Scouts?

From the Inside Flap"Girl Scouting builds girls of courage, confidence and character who make the world a better place." The Girl Scouts' Mission Statement sounds simple enough. But organizing 2.3 million girls and 880,000 adult members to execute a strategy of turning today's girls into tomorrow's leaders is hardly a jaunt in the woods. It takes an efficient, focused, and determined organization that knows who it is and where it's going. Tough Cookies captures the essence of this iconic institution and the principles that have sustained its 100-year history of success. Less than a decade ago, Girl Scouts of the USA (GSUSA) faced a coming crisis. Girls were changing, and Girl Scouts struggled to fit into the modern family's busy schedule. On top of that, the organization's unwieldy structure, comprised of 300 disparate councils, undermined its ability to deliver leadership to girls. GSUSA needed to reassert itself as an institution that mattered. In order to execute its strategy, it would need to undergo a restructuring virtually unprecedented in the non-profit sector, merging its 300 councils down to 112 that would each serve tens of thousands of girls. Full of inspired wisdom, Tough Cookies describes Girl Scouts' transformative journey to become an integrated, unified movement for girls. Learn how this massive non-profit addressed its most pressing challenges, including how to: Rebrand itself not just as a gaggle of cute girls selling cookies and camping, but as the most important organization for girl culture Create the world's best personal leadership development model for girls Provide efficient and effective governance to deliver scouting to girls Make it easier for volunteers to lead troops Attract donors Remain democratic and mission-focused throughout the merger process Millions of American businesswomen, thought leaders, and politicians received their first lessons in salesmanship, money management, marketing, teamwork, and fulfillment from Girl Scoutsmdash;as will millions more to come. Discover how lessons from Girl Scouts of the USA can help your organization achieve such lasting success.From the Back CoverPraise for Tough Cookies "Tough Cookies makes it clear how badly we need more women in leadership todaymdash;and offers a compelling road map for getting where we need to be. If you care about the future, read this book." mdash;Ilene H. Lang, President CEO, Catalyst "Remarkable and essential! In Tough Cookies, Kathy Cloninger draws on a rich blend of personal experience, wide-ranging research, and on-target insight to show how to tap America's most valuable potential resource: the leadershippotential of girls. I can't think of a better resource for the Year (or the Decade) of the Girl." mdash;Sally Helgesen, coauthor of The Female Vision and author of The Female Advantage "Guided by a transcendent mission and Kathy Cloninger's courageous leadership, the Girl Scouts have transformed themselves for a new century. Tough Cookies is a compelling story of organizational renewalmdash;told from the insidemdash;that will serve as an inspiration for all leaders everywhere." mdash;Willie Pietersen, author of Reinventing Strategy "For the millions of former Girl Scouts who continue to live the Promise, Tough Cookies touches our hearts. For the millions who are just learning about the Girl Scouts, this book helps chart a bright future." mdash;Frances Hesselbein, President and CEO, Leader to Leader Institute; former CEO, Girl Scouts of the USA "Tough Cookies shows what vision, courage, and an unflinching dedication to mission can accomplish. Kathy Cloninger makes it clear that the Girl

Scouts—and girls—rank high among our nation's treasures." —Johnnetta Betsch Cole, PhD, President Emerita, Spelman College and Bennett College for Women "Kathy Cloninger has captured the excitement and boundless promise of the transformation of Girl Scouting. If you want to know how to make a great (and irreplaceably valuable) organization greater, this is the book for you." —Connie Lindsey, Executive Vice President, Corporate Social Responsibility, Northern Trust

About the Author Kathy Cloninger is the CEO of Girl Scouts of the USA (GSUSA). She is a recognized expert on, and advocate for, girls' and women's issues and a recognized leader in the not-for-profit sector. She serves on boards of the National Human Services Assembly of the National Council for Research on Women, American Humanics, and Leadership 18. She was named an NPT Power and Influence Top 50 by the NonProfit Times in 2007, 2008, and 2009.