

OUR STRATEGIC VISION

To be viewed and valued as the go-to partner for developing and elevating girl and women leaders in San Diego and Imperial Counties. Beyond traditional leadership development, our relevant programs and experiences foster a sense of wellbeing in girls, so they are well-rounded individuals poised for success in life.

OUR VALUES

To realize our mission and vision, we must be an organization that models the **Girl Scout Promise** and **Law** and is committed to upholding these values:

We create and foster a culture of trust



- Communicate honestly and consistently
- Collaborate earnestly
- Be accountable to self and others

We create inclusion and belonging



- Build authentic relationships and create space for others to be their authentic selves
- Seek, respect, and include diverse perspectives and experiences
- Reflect the communities we serve

We model leadership in every role



- Take initiative to drive solutions at every level
- Remain resilient in the face of challenges
- Choose to act with integrity
- Exhibit passion for the mission

We intentionally learn and grow to design our futures



- Seek out and take advantage of opportunities to learn
- Encourage risk and learn from failure
- Commit to reflection and evaluation

We cultivate an evolutionary mindset for greater impact



- Break down barriers and embrace change
- Balance tradition and innovation
- Engage in continuous improvement cycles (evaluate, plan, do, study, act)

Girl Scout Mission

Girl Scouting builds girls of courage, confidence,
and character, who make the world a better place

Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

**Members may substitute for the word "God"
in accordance with their own spiritual beliefs.*

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

