



WE DISCOVER, WE GROW

Girlguiding

Scotland



WHO IS YOUR #WOWWOMAN?



WHAT IS A WOWWOMAN

WOWwoman is a leadership campaign developed by Girlguiding Scotland in response to recent statistics in the Girls Attitude Survey which showed that less than half of girls 11-16 feel inspired by a great role model.

The campaign aims to highlight how guiding is empowering girls and young women to develop new skills, grow in confidence and reach for the stars, and for that we need your help!

Our campaign encourages our young members to explore what it means to be a role model, discover their own leadership potential and share who makes them say WOW - all through this toolkit.

WHO MAKES YOU SAY WOW?

As you work through this toolkit you'll explore what it means to be a role model or leader. Plus you'll learn more about your own leadership skills and keep track of your own WOW moments!

Follow the steps in the toolkit to figure out who your WOW Woman is and most importantly, how to shout about it.

WE WERE WOWED...

- >> WHEN JK ROWLING'S HARRY POTTER BOOKS SOLD MORE THAN 400 MILLION COPIES ACROSS THE WORLD!
- >> WHEN SAMANTHA KINGHORN COMPETED IN THE COMMONWEALTH GAMES 2014 500M WHEELCHAIR RACE WHEN SHE WAS JUST 18!
- >> WHEN NICOLA STURGEON BECAME THE FIRST FEMALE FIRST MINISTER FOR SCOTLAND
- >> WHEN SUSIE WOLFF MADE HISTORY AS THE FIRST WOMAN TO TAKE PART IN A FORMULA ONE RACE WEEKEND IN 22 YEARS.
- >> WHEN FOOTBALLER GEMMA FAY BECAME SCOTLAND'S MOST CAPPED PLAYER OF ALL TIME.

HOW TO FIND YOUR WOWWOMAN?

This toolkit contains everything you need to get involved with Girlguiding Scotland's WOWwoman campaign.

We have designed our toolkit to be as flexible as possible. You can do as many or as few of the activities as you would like but remember to complete the 'shout about' activity to tell everyone who your WOWwoman is - details on page 7.

We have tried to make all the activities in this toolkit suitable for all ages. Where possible we have shown how you can adapt different tasks for younger and older girls. You can complete these activities as a unit or in smaller groups.



WHO MAKES YOU SAY WOW?



1. MAKE A WOW WEB

AIM: This activity will get everyone thinking and talking about what makes a WOW Woman!

YOU'LL NEED:

>> A ball of string or wool

DIRECTIONS:

1. Get into a circle. Choose someone to start.
2. The person who starts will say one word that comes to mind when they think of a role model. Then they will throw the ball of wool or string to someone else while holding on to the beginning of the ball of wool.
3. The next person will say a word they associate with a role model. Then they will throw the ball of wool to another person of their choice while holding onto their part of the string.
4. The game continues until everyone in the circle has said a word and created a web of wool between them. How many different words can your group come up with?
5. You can unravel the web by throwing the ball of wool back to each other.
6. Want to make it more challenging? Try saying a word for each letter of the alphabet, like adventurous, brave, caring and so on.

Or for a second round get the girls to say someone they consider a role model and why. This could be someone famous like a singer or athlete, or someone from their everyday life - like a family member, teacher or volunteer.

Take a few minutes to talk about what words you came up with and why.



2. THAT WOW PERSON

AIM: This activity will help everyone to explore what qualities are important to be role model.

YOU'LL NEED:

- >> A large sheet of paper
- >> Felt tip pens
- >> Scissors and glue
- >> Appendix A

DIRECTIONS:

1. Draw around a girl or a Leader on a large sheet of paper, leaving the outline of a person.
2. We have listed some words on Appendix A, cut these out.
3. Inside the outline place all the qualities you have cut out that you think a role model should have. If there are words that your group don't think are as important stick them outside of the outline.
4. If you come up with any qualities which are not listed you can use a marker to write these straight onto the paper.
5. Have a short chat about which qualities your group thought were important and why.



3. WHO'S THAT WOW!

AIM: This activity will get everyone thinking and talking about what makes a WOW Woman!

YOU'LL NEED:

- >> Post-it-notes / sticky notes
- >> Pens

DIRECTIONS:

You can play this game one of two ways. You can have your unit write specific, well-known people like politicians, writers, singers, or athletes. Or, for younger girls it might be easier to guess a role that they think is inspiring rather than a specific person eg. a teacher, astronaut, doctor or nurse.

1. On Post-it-notes write down someone you think of as a role model.
2. Have the girls swap the pieces of paper around and stick the notes on their foreheads (without looking at what's written on them!)
3. Remind your unit they can't peek at their note during the game. Get everyone going around the room asking each other questions to try and work out who is on their forehead.
4. For older girls, make it more challenging by only letting them answer questions with a 'yes' or a 'no'. For younger girls you may want to let them give each other more clues!
5. When everyone has guessed who is on their note have a chat about why girls thought the person or role was inspiring.



4. FIND YOUR WOW WAY

AIM: This activity will get everyone thinking about how they can show 'WOW' qualities when they take the lead. Plus it's a chance to get everyone active and having fun.

YOU'LL NEED:

- >> Blindfolds or something to cover girls' eyes. If you can't find anything just remind girls to keep their eyes closed tight throughout the game.
- >> Sports cones or something similar that you can use as obstacles

DIRECTIONS:

1. Divide participants into groups of at least five and have girls line up behind each other. Ask each group to choose a leader, who will stand at the back of the line.
2. Gather the leaders and explain the goal they are trying to reach, for example a tree, a door, the far side of the hall. Tell them to take a few twists and turns or put down a few cones to make the game a little more challenging.
3. Blindfold or have everyone else in the group close their eyes.
4. Explain to the girls the object of the game is to have them follow a path or reach a goal without speaking (or peeking!)
5. Allow the groups a few minutes to come up with a communication method or for younger groups suggest a way they can communicate. The most successful method is to rest hands on the person in front's shoulders and tap left or right. This message is then passed down the chain. Or tap both left and right together for 'go' and twice for 'stop'!
6. See who can lead their team to their goal the quickest.
7. After the first round pause for a couple minutes to talk about what worked well and what didn't work so well. Play again trying different leaders and new communication methods.



5. MY WOW WEEK

Have everyone in the unit keep track of their WOW moments over the week. You can find a chart to help you keep track of your WOW moments in our resources section (Appendix B).

These are moments that make your girls feel proud. Maybe they have practised a skill, tried a new activity or helped someone at school.

Help your girls to think up a few examples and ask everyone to bring their chart along to the next unit meeting to share some of their highlights.

6. CHOOSING YOUR #WOWWOMAN

Now you have explored what it means to be a role model we want to know who makes you say 'WOW!'

HERE ARE A FEW WAYS YOU CAN FIGURE IT OUT:

- >> Take our Wow Woman quiz at the back of this toolkit. This quiz will help you to find out qualities you value most and get you thinking about who makes you say 'WOW' (Appendix C).

Once everyone in your unit has taken the quiz talk about who they chose to be their WOW Woman and why.

Once your unit has chosen a WOW Woman, cut out the WOW bubble template in our resources section. Have your unit write their Wow Woman in the bubble and decorate it in whatever way they like.

HAVING TROUBLE PICKING JUST ONE WOW WOMAN?

It is fine if your unit has more than one WOW Woman who they want to shout about, we are really keen to hear about all of the fantastic role models your girls have come up with. Just print more WOW bubble templates and make as many as you need for your unit (Appendix D)

For older girls, you could split your unit into small groups and have each group choose and present someone they think is a WOW Woman. Then hold a vote in your unit to decide who is the most 'WOW' - if you still can't decide then follow the instructions above!



SHOUT ABOUT YOUR WOWWOMAN!



Now you have explored what it means to be a role model and worked out who makes you say 'WOW' this is your chance to shout about it.

Here are 3 easy ways to shout about your WOW Woman!

1. Snap a WOW Woman photo with your unit

Cut out our WOW bubble template (Appendix D) and write the name of your WOWwoman in the centre. Feel free to decorate it in whatever way you like, the more colour the better!

If your unit chose more than one WOW Woman, use the template to make as many bubbles as you need.

Once you have written in your WOW bubbles take a unit photo to share online.

2. Tell Girlguiding Scotland who makes you say WOW

Once you have chosen your WOW Woman and snapped a photo of your unit with their WOW bubble share it with Girlguiding Scotland. Go to girlguidingscotland.org.uk/WOW to share who your unit chose and why.

It only takes a minute to submit your WOW Woman on our website and enter our prize draw to win a great prize for your unit!

Plus your unit's photo will appear in our WOWwoman photo album!

3. Share your WOWwoman photo on Facebook, Instagram and Twitter (and remember to tag us in the post!)

Here are some sample posts to help you get started.*

TWITTER

Who makes us say wow? We chose @NicolaSturgeon & @JK_Rowling for @GirlguidingScot new #WOWwoman campaign

INSTAGRAM

We've been taking part in @GirlguidingScot new leadership campaign and decided our #WOWwoman is @jk_rowling!

FACEBOOK

We've been taking part in Girlguiding Scotland's new leadership campaign and decided our #WOWwoman is JK Rowling!

* Please ensure that everyone has photo permission before taking a photo and using it as part of this campaign.

WOW WORDS

Cut these words out to use in the 'That WOW Person' activity.

PAGE 8
APPENDIX A

BRAVE

KIND

COURAGEOUS

CLEVER

AMBITIOUS

ENTHUSIASTIC

BEAUTIFUL

INSPIRATIONAL

HUMBLE

DETERMINED

FUNNY

SMART

WOW WORDS

Cut these words out to use in the 'That WOW Person' activity.

PAGE 9
APPENDIX A

BOSSY

COOL

SPORTY

CONFIDENT

CARING

ADVENTUROUS

STRONG

FUN

FRIENDLY

PRETTY

CREATIVE

SMART

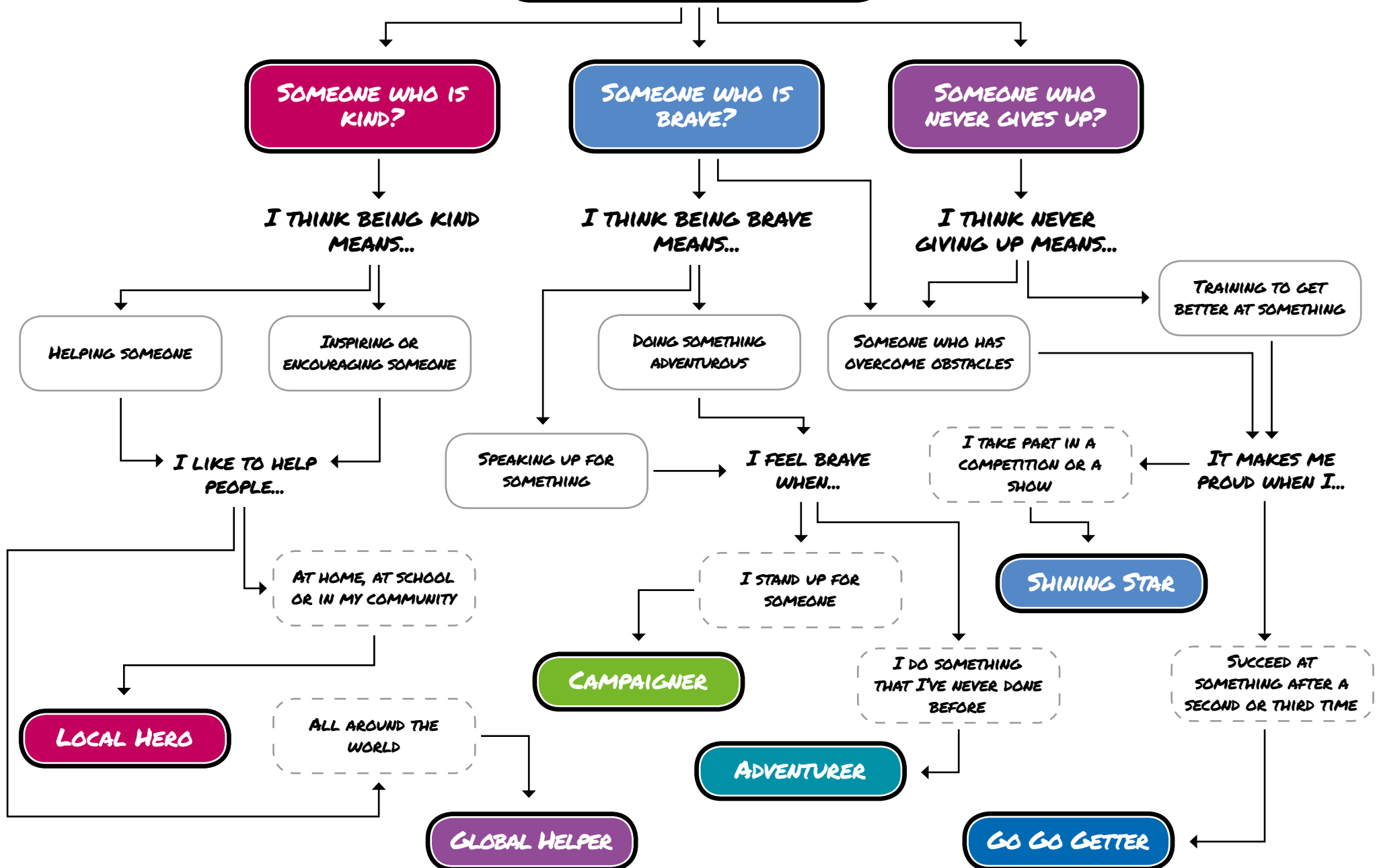
MY WOW WEEK

Now that you know what makes you say WOW, why not keep track of some WOW moments in your own life?

Use our WOW Week chart to write down when you show kindness, when you are brave or when you work hard at something. You might be surprised by how many WOW moments you have!

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
I did something kind							
I did something brave							
I worked hard at something							

WHO MAKES YOU SAY WOW?



WHO MAKES YOU SAY WOW?

GLOBAL HELPER

You say 'WOW' when you see people who get involved in global issues. They might campaign or travel around to help people in crisis.

SHINING STAR

You say 'WOW' when you see people with passion and determination. These are people who work hard to be their best at something. They could be a star athlete or award-winning musician.

LOCAL HERO

You say 'WOW' when you see people who make a difference in their communities. It might be someone in your family, your teacher or even your Brown Owl or Guide Leader.

GO GO GETTER

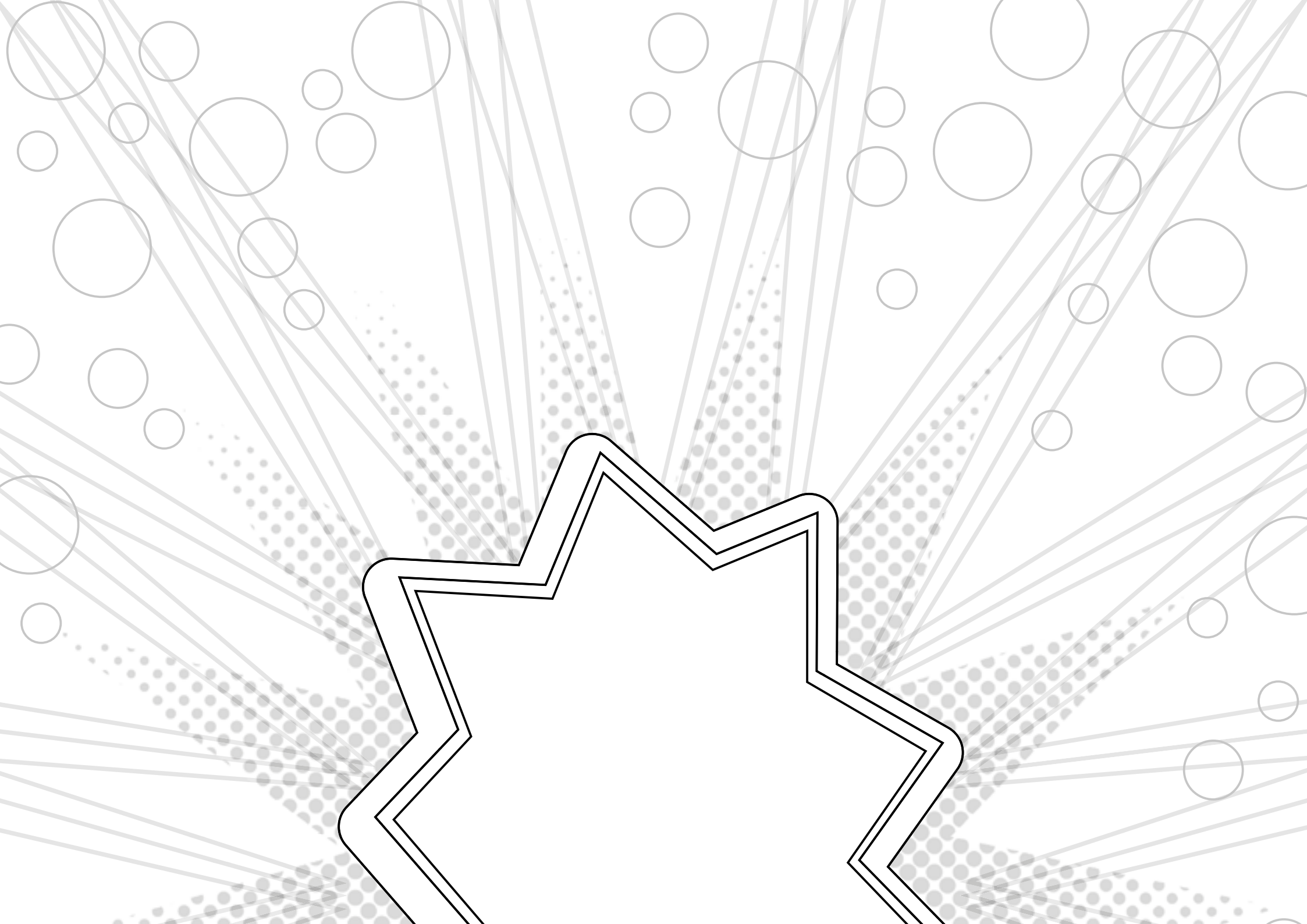
You say 'WOW' when you see people who refuse to give up on their dreams even if they face challenges. When the going gets tough they keep calm and carry on.

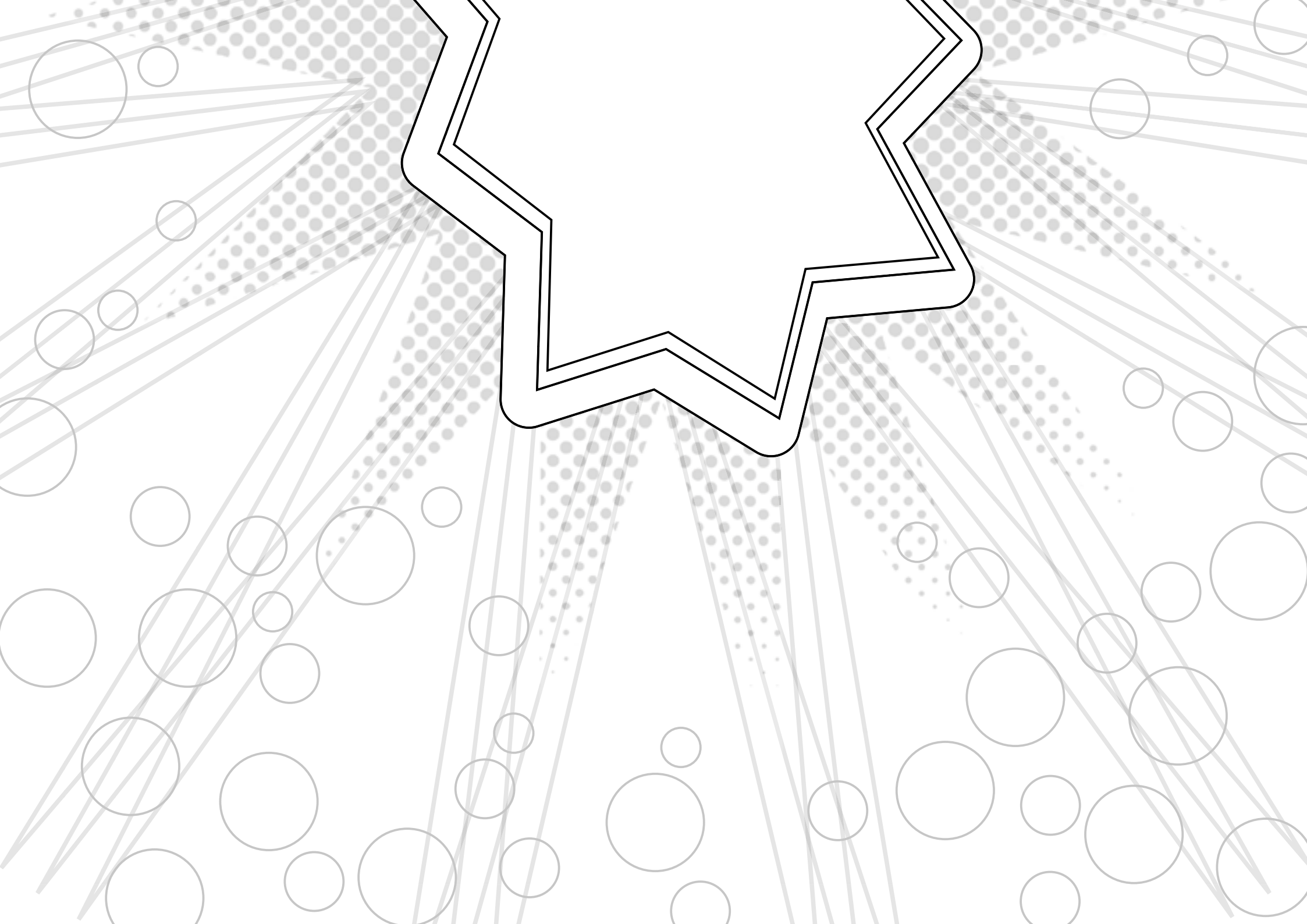
CAMPAIGNER

You say 'WOW' when you see people who use their voice to make a difference. They might speak up for others or raise awareness on important issues. Whatever they do, they are not afraid to use their voice.

ADVENTURER

You say 'WOW' when you see people who go beyond their comfort zone. They might journey to new places, smash records or break down barriers.







w: girlguidingscotland.org.uk

e: marketing@girlguiding-scot.org.uk

f: [facebook/GirlguidingScot](https://www.facebook.com/GirlguidingScot)

t: [@GirlguidingScot](https://www.instagram.com/GirlguidingScot)

Girlguiding Scotland is the operating name of The Guide Association Scotland,
Scottish charity number SC005548