The authors of *Influencer: The Power to Change Anything* explain in order to get anyone to do anything, such as a woman learning to fly, she must see the “benefit” and, she must be convinced she has the means and ability to learn to fly. Here are the barriers identified in the Wolf Aviation Fund Teaching Women to Fly Research Project.

#1 Lack of money for General Aviation flight training.

#2 Instructor-student communication incompatibility (Mars vs. Venus).

#3 Instructor Interruptus- Instructors leave flight instructing to take airline or charter service jobs often requiring the student to start over with another instructor. This is time consuming, expensive and discouraging to many female students.

#4 Lack of female mentors and support systems to encourage the female student.

#5 Personal lack of confidence in their ability and a “fear of flying,” especially stalling the airplane too early in the training process.

#6 Lack of experience with and knowledge of mechanical systems.

#7 Lack of map reading experience & orienteering skill sets.

#8 Flight schools perceived as indifferent to female students.

#9 Famous female pilots largely unknown as role models to non-aviator women.

#10 Lack of emotional support from family & friends, who perceive flying as “too dangerous”

If these barriers erode or destroy the female student’s perception of the “benefit” of or her “confidence” to achieve the goal of pilot certification, then she either never begins flight training or drops out.