

WOMEN IN COACHING

THINK COACH AS A LEADER, THINK MALE

Does this stereotype sound familiar?

✔ Female coaches have to prove they are competent coach leaders again and again

✔ Female coaches have to work doubly hard to obtain the recognition they are worthy of

"You have to second guess how you should behave to be accepted. Should I do this? Should I do that?" *Hibah*

"There's a huge difference, because male coaches that are slightly ahead on their coaching journey, they are ahead because they will get all the jobs, and because they get all the jobs that are coming out, they'll get the paid opportunities, but where's my development? Where's my opportunity to get the jobs?" *Jenny*

"It is a lonely world. I don't know if it's lonely for a man doing the same?... there are more men at that level in coaching and so it's less lonely, but it certainly is lonely being a female and coach and I think that's part of the reason of being exhausted and burned out from it." *Kate*

"By saying you as a female coach, you can coach female athletes but not the males, well then immediately that puts the female coaches in this box ... I'm like, well, you're limiting me, because I can't coach the males. I am angry... it's the fact that someone's telling me that my opportunities are delivering into this small area." *Zoe*



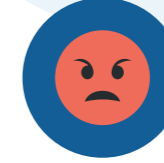
Suggesting that female coaches are held to higher standards for competency



Suggesting that female coaches reaping smaller rewards than their male counterparts



Leaving female coaches demoralised, demotivated and subsequently pushed out from coaching



Female coaches work twice as hard for the same recognition and appreciation as their male counterparts with doubtable impact at the end



This type of stereotype creates an invisible barrier for female coaches, preventing them from feeling integrated, valued, recognised and successful within their sport and workplace. It also prevents others (e.g. colleagues, athletes, parents) to see or experience female coaches as an integral part of sport because... *if you think coach, then it must be male.*

The material is evidence-based and is informed from research conducted worldwide. The quotes come from a recent conducted study by: Gosai, J., Jowett, S., & Rhind, D. (2021). The Goldilocks Dilemma in Coaching: Female Coaches' Experiences of Stereotypical Biases and a Two-Dimensional Approach to Combat Them. Manuscript under review.