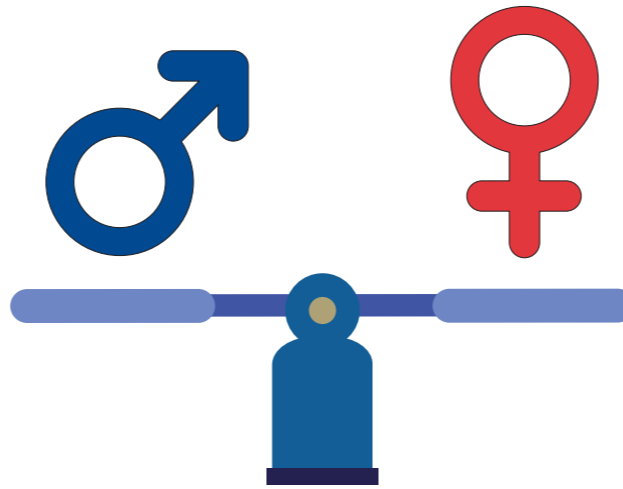


# WOMEN IN COACHING

## Practical examples for dismantling stereotypical biases, dilemmas and challenging situations



✔ **Interrupt bias. Speak up if you notice other coaches, athletes, parents, personnel and so on using words that reinforce negative gender stereotypes.**

- Phrases such as “she is bossy or too strict”; “she talks too much”; “she is too emotional” or “she is too soft or too mothering” can undermine a female coach’s perceived competence and ability to lead their athletes and sport more generally.

✔ **Use the same standards for male and female coaches when formally evaluating their effectiveness or performance as coaches.**

- Challenge your thinking by reversing the gender of the person you are evaluating to see if it makes a difference in the narrative and assessment you are using. Avoid judging one’s gender and focus on assessing the coach’s capacities and effectiveness.

✔ **Be a visible champion – a chief operations officer for fairness, justice and equality within the sport organisation, club or sport setting you are operating in.**

- Promote the accomplishments of female coaches and actively advocate for their development and progress. Consider creating a platform for female coaches to talk, connect and share; showcase accomplished female coaches as role models to inspire, motivate and encourage; build inclusive cultures that facilitate sound promotions and strong transitions. Always remember to be a powerful role model for others to do the same.