

# WOMEN IN COACHING

## Strategies for female coaches to combat gender stereotypes or biases



### ✓ Show people your value and worth

Become visible, do not be afraid to showcase and articulate your skills and accomplishments, seek high-level, visible assignments, speak up at meetings, express your views confidently.

“Don’t doubt yourself...you’ve been given the role for a reason...trust yourself and your people around you; you are good enough.” *Cali*

### ✓ Use clear and effective communication

Let people know what you want, share your vision and aspirations including career goals and development plans – and ask a lot of questions.

“But it should be easier. I went to the director of [my sport] for the county and I asked that question. I said, ‘What’s next for me - because I’m the top female coach in this county...I’m willing to put in the work.’” *Tina*

### ✓ Talk openly when an issue arises

Whether it is an inequitable situation, an inappropriate comment or a statement that unfairly generalises about females’ abilities, qualities or values, bring it out in the open.

“I went to the head of the organisation and kind of said, ‘this is the behaviour that I experienced and I don’t think it’s right.’ I think speaking up about it was important.” *Kate*

### ✓ Minimise the issue

Be diplomatic and, if/when appropriate, shift the attention away from gender.

“Sometimes it’s a bit of, okay...you know, when there are five guys and just me... Think about it, think before you speak. Knowing what to say and when to say it, so it’s right place right time and I still get it wrong.... We have to assess the situation and learn when to call out gender bias and discrimination.” *Mary*

Individual strategies will work when there is a commitment from organisations

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.