

WOMEN IN COACHING

**Damned if you do and damned if you don't:
Too soft. Too tough. Never just right.**

Does this stereotype sound familiar?

Male Coaches Lead (*take charge*) by being...

- Robust
- Tough
- Decisive
- Determined
- Assertive
- Confident

When women *take charge* and display the above-mentioned behaviours, they are viewed as competent coaches – but disliked.



Female Coaches Relate (*take care*) by being...

- Nurturing
- Encouraging
- Emotional
- Communicative
- Supportive
- Empathic

When women *take care* and display the above-mentioned behaviours, they are *liked* – but viewed as less competent coaches.



Female coaches are seen as competent or likeable but rarely both. THIS IS A BARRIER for female coaches. This perception can feel too challenging to overcome or navigate through and can prevent female coaches to progress and be viewed (by athletes and/or colleagues) as both effective and successful coaches and leaders within their sport.



“Gender stereotypes exist and create dead-ends for female coaches.”

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.