1. **What we know** (based on FIFA 2020 survey)

   Women are underrepresented in coaching in football.

   - 13.36 million girls & women play organized football.
   - 63,126 women coaches = 7% of total coaches.

2. **What we did**

   To understand more about what it's like to be a woman coach in football, we conducted in-depth interviews with elite coaches around the world.

3. **What we found**

   Coaches described feeling:
   - alienated
   - invisible
   - highly scrutinized
   - pressure to over-perform to gain credibility & conform to organizational norms
   - undervalued
   - like pioneers trying to forge out a career path in coaching

4. **What football can do**

   to level the playing field?

   **Normalise**
   - Value & use women's experience & knowledge in football. Share positive examples. Men & women players should be coached by women at all levels.

   **Educate**
   - Include women coaches & players throughout coach educational material – not as a separate chapter.

   **Sponsor**
   - Support networks around women coaches need to be formally in place. Identify & promote male sponsors of women coaches.

   **Map**
   - Create a talent development framework in order to identify & nurture high potential women so they don't fall through the cracks.

   **Recruit**
   - It is important to be aware of unconscious bias in the recruitment process. Processes should be transparent, objective & inclusive.

   **Safeguard**
   - Women players & coaches need to feel physically, emotionally & psychologically safe.