

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.

Levelling the playing field for women coaches in football



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.

