MAXIMIZING GIRLS’ PLAY & POTENTIAL

GIRLS LOVE TO PLAY & COMPETE

93% of girls ages 7-13 who participate in sport like (or love!) to play

3/4 of girls who love to play plan to play in high school & beyond

96% of girls like coaches who focus on “fun & developing skills” over “winning”

COACHES ARE CRITICAL

GIRLS WHO LIKE THEIR COACH = KEEP PLAYING SPORT

GREAT COACHES MOTIVATE GIRLS BY...

- Having fun
- Rewarding effort
- Fostering integrity & honesty
- Promoting healthy competition
- Encouraging learning from mistakes
- Teaching skills & safety
- Building team relationships

GIRLS BENEFIT FROM FEMALE COACHES

Girls with female coaches are more likely to say their coaches are:

- Positive role models
- Good listeners
- People girls can count on

This research, “Coaching through a Gender Lens: Maximizing Girls’ Play & Potential,” represents the findings from a nationally representative survey sample of 1,129 girls ages 7-13 who play sport. The full report can be found at www.womenssportsfoundation.org/coachinggirls