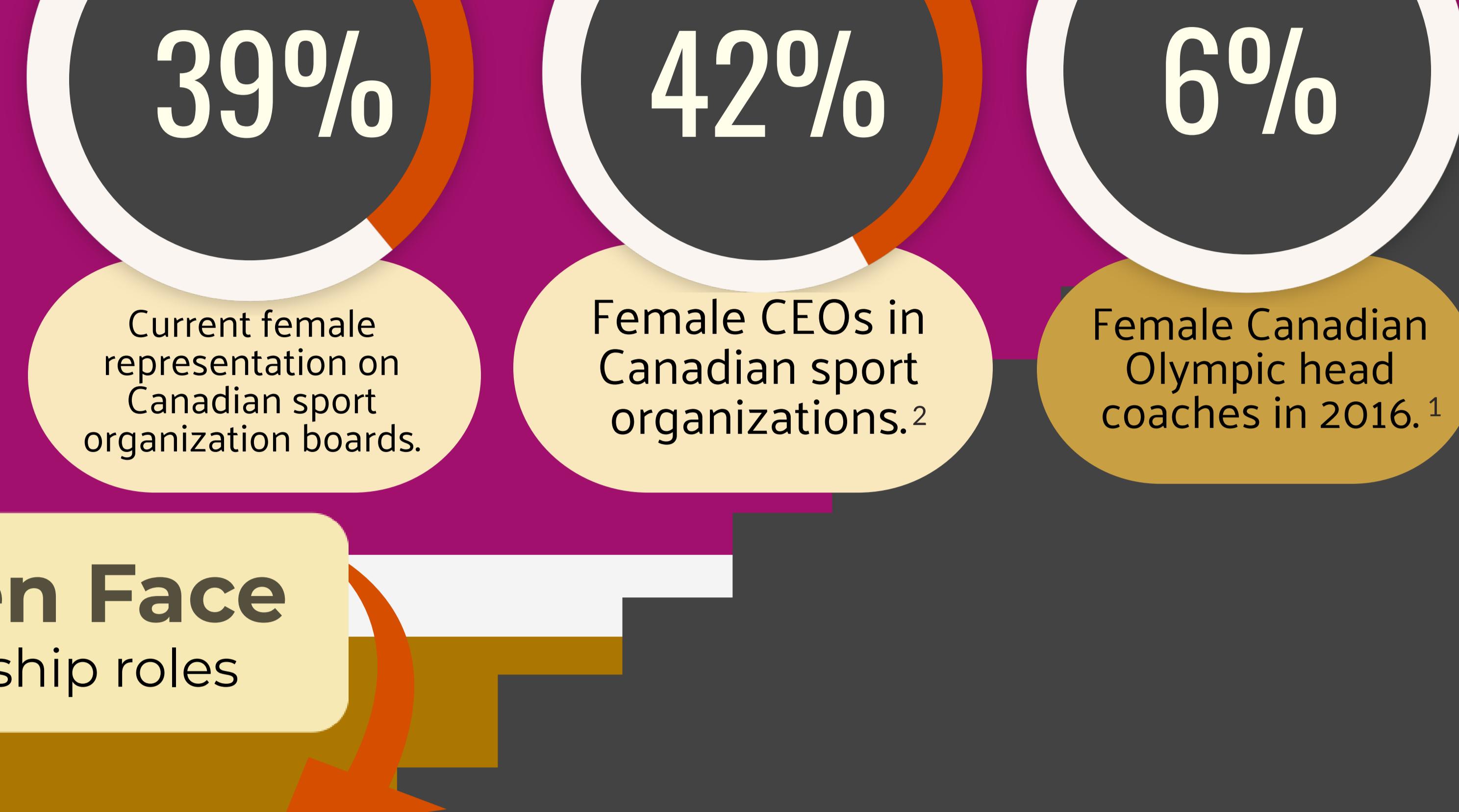


WOMEN LEADERSHIP IN SPORT



Barriers Women Face in seeking sport leadership roles

Sport 1
still seen as inherently "masculine."³



2 "Old Boys' Club."³

Exclusive and male-dominated networks persist that tend to inhibit women from being able to enter and advance in the field.

3 Potential leaders & coaches choosing to step out.³

For many talented female candidates, the way they see their own leadership does not match what is presented in front of them in corporate cultures.^{2,3} Working environments with a lack of diverse leadership make it difficult for women to aspire to move up the ladder, and many may end up leaving their roles.³

4 Women experiencing a double-bind.⁴

Women are often judged as lacking in the skills needed to be "fit" for a leadership position. Conversely, when women display these kinds of leadership characteristics, they tend to be disliked as it does not "fit" with their identity as a woman.⁴ As a result, women tend to have higher expectations placed upon their leadership capabilities, yet are not rewarded or valued as equally for them as men.⁴

5 Androcentric leadership seen as gender-neutral.³

Situations where positions are filled by males who value gender equity tend to be perceived as "sufficient" in the advancement of women's leadership, thus reducing the incentive to have women fill leadership roles.³

6 Availability of mentors, but lack of sponsors for women.⁵

Sponsorship goes a step beyond the traditional supportive role of a **mentor**, by appointing the mentor with the role of an advocate for their mentee's career, vouching for them in decision making scenarios, leveraging their talents to create opportunities for them within the company.

Research shows that when a female advocate has high organizational status, women are just as likely as men to be promoted.⁵

Next Research Goals:

What "works" for advancing women into sport leadership positions?

Use of allyship, mentorship, and **sponsorship** to ensure advancement of women in leadership positions

More 'formal' and gender equitable **hiring processes**

Implementing **quotas** for women as leaders at all levels

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Researcher affiliation: University of Calgary