



## Retaining Womxn Coaches – Tips and Tricks

- Female coaches and leaders need to feel **valued, supported,** and like **the work they are doing matters**
- As Nicole Lavoie discusses, **You should regularly ask your coaches some of these questions:**
  - How are you doing?
  - What do you need to be happy in your job?
  - What do you need to be successful?
  - How can I better support you?
  - What are issues that I can help you with?
  - What are your goals this year?
  - What professional development opportunities do you need/want?
- **Other things you can do to retain your women coaches include:**
  - Have equitable salaries
  - Provide spaces for female coaches to network with one another
  - Provide direction and support, but don't micromanage
  - Build relationships with them – Remember “they don't care how much you know until they know how much you care.” – John Maxwell
  - Express gratitude for having strong, confident, and capable women on your staff
  - Provide regular space for your coaches and listen to them and their concerns
  - Support family models of coaching – including asking ALL parent coaches what they need, offering childcare, having different coaching models including looking at a co-coaching model, etc
  - Offer all female coaching clinics led by female coaching staff
  - Be explicit in communicating an inclusive culture at every step