



Playbook January 2026

Be *HER* Reason to Stay in Sport

***"Great coaches see potential,
not stereotypes."***

Read and watch below to learn about how to change
girls' lives through sport.

BE HER REASON


Watch this short video with Coaching HER® Founder, Dr. Nicole M. LaVoi,
discussing this month's theme and module of the month.



Challenging Gender Stereotypes





MODULE OF THE MONTH



Challenging Gender Stereotypes

START LEARNING





Explore how stereotypes and outcome-driven environments affect girls' participation and confidence and learn strategies to keep the focus on girls' growth and equitable sport environments. (Approximately 15 minutes to complete)

HER GAMEPLAN

Below are **three simple, actionable steps** you can take to help get and keep girls in sport. Small actions add up to big change.

Girls feel the impact of stereotypes directly. Many coaches still (often unintentionally) perceive girls as less competitive, weaker, or more emotional—that affect girls' confidence, sport experience and belonging. When coaches use girl-centered practices, girls show stronger confidence, well-being, and sense of belonging (Tucker Center, 2018).

The message is simple: **Great coaches see potential, not stereotypes.**

1

Replace **Assumptions**
with **QUESTIONS**



Questions break stereotypes,
listening builds trust.

2

Praise Effort Before
Outcome

Girls internalize feedback differently.
Focusing on effort, strategy, and growth
boosts confidence and counters harmful
stereotypes.



3

**CHOOSE ONE STEREOTYPE
TO UNLEARN THIS MONTH**

Maybe it's "girls are less competitive"
or "girls lack confidence." Notice when
the stereotype shows up and actively
coach against it.



EDUCATIONAL CHAMPIONS



Coaching HER® is proud to announce the launch of our [Educational Champions Program](#), a new initiative designed to support professors, instructors, coaching directors and institutions in integrating Coaching HER® education into academic coursework.

The Educational Champions Program offers educational leaders a meaningful opportunity to incorporate evidence-informed, free modules and courses into their curriculum. To support seamless integration, the Coaching HER® team has created comprehensive, course-ready instructional resources, including study guides and real-world application assignments.

[Read more about how to access free educational resources and become a Coaching HER® Educational Champion.](#)



EVENTS

USTA Women in Coaching Cohort

In Person | Jan 9-11, Orlando, FL

Nicole M. LaVoi, PhD, Director of the Tucker Center will deliver a session to women coaches on navigating, thriving and surviving the tennis workplace

MONTHLY REFLECTION QUESTION

Do I encourage girls to be assertive and demanding of their teammates, or do I find myself correcting or internally judging 'aggressive' communication that I would praise as 'leadership' in a boy?

Tag US or #CoachingHER

CONNECT & SUPPORT

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get and keep girls in sport!

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