



Playbook October 2025

**Be *HER* Reason to Stay in Sport**

***"Great coaches don't just teach the game —  
they change lives."***

Each month, we will explore a central theme, spotlight a Champion in our *Champions Corner* who is actively applying the *Coaching HER*® approach, spotlight a module of the month, and share practical game plan strategies you can put into action.

This month's theme is ***"Great coaches don't just teach the game — they change lives."*** Read more below to learn about how to change girls' lives through sport.

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## BE HER REASON

Watch this short video with Coaching HER® Alicia Pelton, Program Director, discussing this month's theme and module of the month.



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## MODULE OF THE MONTH

A horizontal banner with an orange background and teal wavy borders. On the left is a circular image of two young girls smiling. The text 'Supporting Girls' Needs' is in large white font. Below it, 'Care, Competence, and Choice' is in smaller orange font. On the right is a circular logo with 'FOUNDATIONAL' at the top, a large '6' in the center, and 'MODULE' at the bottom. A yellow button with 'START LEARNING' is in the bottom right corner.

This module introduces the three core psychological needs that all girls have — care, competence, and choice (3Cs) — and how meeting and supporting girls' needs can enhance motivation, confidence, and long-term participation in sport. (Approx. 15 minutes)

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## HER GAMEPLAN

Each month, *HER Gameplan* gives you **three simple, actionable steps** you can take right now to help get and keep girls in sport. Small actions add up to big change.

1

SAY

**THANK YOU!**

Take a moment to recognize a coach who's made a difference with a **quick note, text, or post** can go a long way. Gratitude reminds coaches that their care and effort matter.

2

ASK HER

***“What Makes a Great Coach?”***

Ask your athlete(s) what qualities they value most in a coach. ***Listening to their perspective*** helps every coach grow.

3

LEARN THE 3Cs.

***Care, Competence, and Choice***

Read our article or explore the free Coaching HER® module ***FM6: Supporting Girls' Needs***. Understanding what keeps girls in sport helps every adult make a difference.

## CHAMPIONS CORNER



***Elevating Coaches Who Change Girls' Lives***

October is all about celebrating coaches who shape girls' experiences in sport — because great coaches don't just teach the game, they change

lives. This month we're spotlighting the **Professional Ski Instructors of America and the American Association of Snowboard Instructors (PSIA-AASI)** for their work creating inclusive environments where coaches and athletes of all backgrounds can thrive.

Through the [Women's Council for Equity and Inclusion](#), PSIA-AASI continues to model what it means to lead with care, competence, and choice — the three foundations of positive coaching highlighted in Coaching HER®'s *Foundation Module 6: Supporting Girls' Needs*.



*Participants of the PSIA-AASI Women's Summit.*

PSIA-AASI demonstrates how investing in coaches creates lasting impact on athletes, communities, and sport culture. Highlights from their work include:

- **Integrating Coaching HER®:** Coaching HER modules are now available in the PSIA-AASI e-learning platform, ensuring coaches have ongoing access to evidence-based, girl-centered education.
- **Building Inclusive Education:** New national training initiatives help coaches recognize bias and strengthen trust in certification and assessment.
- **Creating Pathways for Women:** The Nancy Oakes Hall Women's Scholarship supports women pursuing advanced certification, helping grow representation in leadership and instruction.
- **Inspiring Connection:** The annual Women's Summit brings together coaches nationwide to share knowledge, strengthen skills,



and build community.

Together, these efforts reflect a shared goal — ensuring every girl and woman has a coach who listens, values her story, and helps her reach her potential.

[Read the full Champion spotlight and see how PSIA-AASI is leading the way in inclusive coaching.](#)

## EVENTS



### **Women Coaches & Leaders Academy**

**In Person | Oct 7-9 | Karuizawa, Japan**

Dr. LaVoi was in Japan as part of the Japanese Center for Research on Women in Sport faculty as Juntendo University hosted the 11th annual event.



### **Distinguished Lecture Series**

**In Person | Oct 21 | Minneapolis, MN**

*Translating Research into Action: Building Body Confidence in Sport.* Dr. Diedrichs' presentation will explore the research program underpinning the Body Confident Sport initiative and share key influences on girls' body confidence including new insights from coaches and girl athletes across six countries. Open to All.



### **USTA CentHER Court**

**In Person | Oct 24-26 | Denver, CO**

Dr. LaVoi, Tucker Center Director and Founder of Coaching HER®, will deliver the opening keynote at the USTA Intermountain game-changing, women focused tennis conference designed to uplift, inspire and connect women.

### **Sports Technology Alliance Summit**

**In Person | Oct 28-29 | Colorado Springs, CO**

Alicia Pelton, Program Director of Coaching HER®, will present ways to see sport differently using data and insights.



### **USA Hockey Leadership Summit**

**In Person | Nov 8-9 | Buffalo, NY**

Alicia Pelton, Program Director of Coaching HER®, will deliver the keynote activation session on ways to commit to building inclusive environments.



**WeCOACH**

### **WeCOACH Women Coaches Academy**

**In Person | Nov 16-18 | Indianapolis, IN**

Alicia Pelton, Program Director of Coaching HER®, will present how to see sport differently by widening the view on data and possibility.

## **MONTHLY REFLECTION QUESTION**

What's one thing a coach did that made you or your athlete feel truly seen, valued, or confident?

Tag US or #CoachingHER

## **CONNECT & SUPPORT**

**Stay connected and take action to help  
get and keep girls in sport!**

Instagram: [@CoachingHerOfficial](https://www.instagram.com/CoachingHerOfficial)

LinkedIn: [Coaching HER](https://www.linkedin.com/company/coaching-her)

Facebook: [Coaching HER Official](https://www.facebook.com/CoachingHEROfficial)

[Invest in Coaching HER](#): Help us change  
the game.



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[www.CoachingHER.com](http://www.CoachingHER.com)

CONTACT US



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[info@coachingher.com](mailto:info@coachingher.com)

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