HER Game Plan

October 2026

COACHING HER™

Building a Culture That Keeps Girls in the Game

At ages 8-10, 80% of girls feel like they belong in sports. By high school, that number plummets, and 1 in 3 girls feels left out entirely. Girls aren't leaving because they lose passion for the game; they leave when they stop feeling seen and valued.

As coaches, how do we flip the script? … Check out our latest article to learn how to create a climate that keeps girls in the game for life—and take the next step with the **Coaching HER® Caring Climate Course**!

Read more about creating a culture that keeps girls in the game →

Learn more now. Take Caring Climate Module 3: Effort and Improvement are Valued and Recognized >>>

TRY THIS:

Greet each girl by name as she arrives to practice with a high-five or fist bump. This connection and ritual of touch increases a sense of belonging and can even boost performance. Challenge yourself to do the same as girls leave each day. Leave her with something positive as she leaves: “Great effort today, you were such a good teammate during that last drill, thanks for helping to clean up equipment- you are such a leader.”

Take time to let coaches know how valuable they are to your organization. Build connections with coaches, listen to feedback, show empathy for their challenges, take an interest in their lives beyond coaching, and regularly remind them that the work they do matters. Just as we work to create a sense of belonging and community for girls, we need to create that same sense of connection and support for coaches- we also need to keep coaches in the game.

THE RIDE HOME

Coaches:

The Ride Home is a communication tool designed to help you share the culture and character skills

Copy and share this message with guardians:

Dear (insert sport or team name) families,

This month our focus is on building mutual kindness and respect. When mutual

taught at practice with parents, making it easy for them to reinforce those lessons during the car ride home.

kindness and respect are fostered and valued, sport is more enjoyable, girls feel better about themselves, are more kind to others, and are more likely to develop their social and emotional learning skills (which are important life skills as well!). Try some of these conversation starters on your ride home this month:

- *How did you make someone feel like they belonged today?*
- *How do you show respect to your teammates when you disagree?*
- *What does being a good teammate look like when someone makes a mistake?*
- *How can you respond respectfully when you feel frustrated with a coach or teammate?*

COACHING HER® IN THE NEWS

Kylie Kelce teams up with Dove to promote Body Confident Sport and champion positive body image, award sports grants, and keep young female athletes in the game.

Read the People article >>>

Powered by Nike's youth sport initiative, COACHING HER® continues to lead the charge in equipping coaches with the tools and evidence-based training needed to challenge gender bias and keep girls playing sports longer.

Read the Nike Future of Youth Sport Report >>>

COMMUNITY SPOTLIGHT

Champion of the Month

We spoke with USA Weightlifting coaches from across the country, and I left inspired. Clubs are getting creative to meet girls where they are, with girls-only spaces, technique competitions for younger lifters, less formal meets, and even competitions that don't require the singlet. Read how a Coaching HER® Champion is widening the doorway to the sport.

Learn More >>>

EVENTS

The **Women Coaches Symposium** (WCS), established in 2014, provides high-quality educational programming and professional development for women coaches. This full-day women-focused event serves as an avenue for networking and provides space to build community among women coaches. **Register now to secure your spot >>>**

Speaking Engagements & Event Highlights

Upcoming

- **Oct 19–22 | Women Coaches & Leaders Academy** (Tokyo, Japan). Dr. Nicole M. LaVoi presents on Body Confident Sport, hosted by the Japanese Center for Research on Women in Sport.
- **Oct 24 | Special Olympics Indiana** (Indianapolis, IN). Keynote on driving participation and retention strategies for girls in Special Olympics.
- **Oct 30 | Aspen Valley Ski Club** (Aspen, CO). Delivering Coaching HER® workshops tailored for youth coaches and parents.

Recent

- **Oct 8 | Women's Foundation of MN Leadership Celebration.** Joined leaders statewide to celebrate collective impact in advancing gender equity.
- **Oct 8 | LOVB MN VIP Party.** Participated in the launch event kicking off League One Volleyball's inaugural season.
- **Oct 7 | USA Weightlifting Coaches Chat.** Introduced Coaching HER® and led a Q&A on best practices for coaching girls in strength sports.
- **Sept 29-Oct 1 | herLENS Conference.** Attended herLENS Conference hosted by US Soccer at the National Training Center (Peachtree City, GA).

- **Sept 28 | Minnesota Sports and Events Panel at A Bar of Their Own.** Spoke on the growth, investment, and future trajectory of women's sports in Minnesota.
- **Sept 23 | Minnetonka Rotary Club.** Presented "What is Coaching HER® and Why It Matters" to local community leaders.
- **Sept 19 | National Recreation & Parks Association** (Philadelphia, PA)**.** Delivered Coaching HER® session to rec and park leaders in the USA.
- **Sept 18 | Youth Sports Summit. National Recreation & Parks Association** (Philadelphia). Get HER in the Game Panel.
- **Sept 10 | British Triathlon Webinar.** Delivered an international *HER Voice* session on applying Coaching HER® principles in endurance sports.

Be *HER* Reason to Stay in Sport

COACHING HER

INFO@COACHINGHER.COM | WWW.COACHINGHER.COM