

Snowsports in America leverage *Coaching HER*®

Overview

The *Professional Ski Instructors of America (PSIA)* and the *American Association of Snowboard Instructors (AASI)* are leveraging *Coaching HER*® modules to strengthen the pipeline of women leaders within the Snowsports education community. Guided by the *PSIA-AASI Women's Council for Equity and Inclusion*, established in 2018, these initiatives align closely with *Coaching HER*'s mission to challenge gender stereotypes, foster confidence, and create environments where women can thrive as instructors, coaches, and leaders.

Alignment with *Coaching HER*: Gender Stereotypes Module

The *Gender Stereotypes* module emphasizes that systemic biases—reinforced through media, community, and education—affect how women perceive leadership opportunities and self-efficacy in sports. With leadership and advocacy from the *Women's Council for Equity and Inclusion*, PSIA-AASI continues to advance initiatives that directly address these barriers through the following actions:

- **Representation & Visibility**

The *Nancy Oakes Hall Women's Scholarship*—supported and promoted through the Women's Council—exemplifies PSIA-AASI's commitment to developing women leaders. Several scholarship recipients have advanced to serve on the *National PSIA-AASI Team*, reaching the highest level of professional recognition within the organization. Recently, these women participated in a panel discussion sharing how the scholarship empowered their journey and how they are now mentoring and inspiring others—demonstrating *Coaching HER*'s message that representation and visibility fuel confidence and career progression.

- **Learning Culture & Bias Awareness**

This fall, PSIA-AASI's nationwide education staff, with guidance from the *Women's Council for Equity and Inclusion*, will focus on *Building Professional Trust and Alignment for Certification Assessment*. Within these training modules, staff can explore *personal and implicit bias*—including how gender stereotypes can influence assessment and feedback. This mirrors *Coaching HER*'s emphasis on recognizing and mitigating unconscious bias to ensure fair and equitable development opportunities for women in sport and leadership.

- **Inclusive Spaces for Growth**

Since its establishment, the *Women's Council for Equity and Inclusion* has played a pivotal role in creating spaces that support women's professional development, including the annual *PSIA-AASI Women's Summit*. Now in its 13th season, this nationwide event offers professional development clinics designed to elevate women's voices, skills, and leadership presence. This

year's theme—*“Aspire to Inspire”*—embodies *Coaching HER*'s approach to empowering women to lead confidently while building community and connection across the industry.

- **Education & Awareness through Coaching HER Modules**

PSIA-AASI's E-Learning Platform provides seamless access to the *Coaching HER* modules for all members. This integration—championed by the *Women's Council for Equity and Inclusion*—helps raise awareness of how coaches and educators can positively impact the experiences of girls and women in sport. Whether applied by instructors at their home area or by education staff guiding women through the certification pipeline, the *Coaching HER® content aligns with enhancing the traits of trainers*—encouraging inclusive, empathetic, and empowering coaching practices that ultimately extend beyond the slopes.

Outcome

Through the ongoing leadership of the *PSIA-AASI Women's Council for Equity and Inclusion*, the organization is intentionally providing opportunities for embedding *Coaching HER®* principles into every level of professional development, scholarship, and certification. These efforts are building a culture where women not only advance but lead—demonstrating how representation, awareness training, and inclusive educational design can dismantle gender stereotypes and create lasting equity across the snowsports industry. Read more about *PSIA-AASI Women's Council for Equity and Inclusion* in tier 2020 report [*Women Belong on the Mountain: Investing in Women in the Snowsport Industry*](#).

Caption: The mission of the *PSIA-AASI Women's Council for Equity and Inclusion* focus areas.

