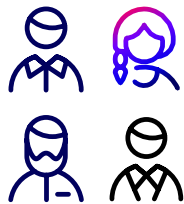


CREATE LEADERSHIP OPPORTUNITIES BY INTENTIONALLY COUNTERING OUR BIAS

WOMEN ARE UNDERREPRESENTED ACROSS ALL ELEMENTS OF SPORT LEADERSHIP. CONSIDER THAT JUST:



1 in 4

university & college coaches are women – primarily in assistant roles.



30%

of university & college athletic directors are women.



30%

of board chairs for nationally funded sport organizations are women.

ONE REASON WHY WOMEN ARE UNDERREPRESENTED: UNCONSCIOUS BIAS.

WHAT IS IT? Unconscious bias is the automatic judgement our brain makes about people based on things we know or assume about them, such as age, gender, skin colour, income or education.

WHY IT MATTERS? If we don't intentionally identify our unconscious biases, we run a risk of our biases impacting our decision making, leading to unfairness against groups of individuals and harm our pursuits to improve inclusion in sport and physical activity.

HERE ARE SOME OF THE TYPES OF UNCONSCIOUS BIASES & HOW TO COUNTERACT THEM.



PERFORMANCE BIAS

We tend to underestimate women's performance and overestimate men's. For example, women are often hired on past accomplishments while men are often hired on "future potential".

WHAT YOU CAN DO: Establish selection criteria based on skills before recruitment begins and a standard scoring grid for all decision makers to use.



ATTRIBUTION BIAS

We see women as less competent than men, so they receive less recognition for their success, their success is often attributed to help they receive and they receive more blame for failure.

WHAT YOU CAN DO: Understand that everyone gets help to succeed in some form. Even with help, recognize that the accomplishments are a result of an individual's abilities.



LIKEABILITY BIAS

We expect women to behave a certain way. For example, we may describe a woman as "too aggressive" in her leadership style while men as described as "assertive".

WHAT YOU CAN DO: Consider carefully the power that words have in how you describe people. Synonyms have very different cultural meaning and acceptance.



MATERNAL BIAS

Incorrect assumptions about career commitment due to motherhood, which may cause us to dismiss women for opportunities.

WHAT YOU CAN DO: Don't make assumptions. Ask the candidate directly.



FOR MORE ON
UNCONSCIOUS
BIAS:

Gender Equity LENS: womenandsport.ca/lens

Catalyst: <https://www.edx.org/course/unconscious-bias-from-awareness-to-action-2>

Implicit bias test: <https://implicit.harvard.edu/implicit/takeatest.html>

Lean In: 50 ways to fight bias: <https://leanin.org/gender-bias-card-program>

Funded by the
Government
of Canada

Canada