



COACH SEMINAR

BEC 2016

*More than 99% of male and female genetic coding is exactly the same .
But the percentage difference influence every single cells in our bodies (from the nerves that registre pleasure and pain to the neurons that transmit perception, thoughts, feelings and emotion*

Louann Brizentine, Psychologist, the female brain

Women , as a whole , are different from men in many areas:

- **Cultural facts**
- **Gender and physiology/ neurobiological dimension**
- **Behaviour, mindset style and communication**

**Many research on female and male brains showed some difference:
Structure, function and brain chemistry are different**

These difference lead to major difference:

- **Higher level of sensitivity to stress and conflict**
- **The brain centres for language , emotion and memory is bigger in women.**
- **Men have larger processors in the more « primitive » part of the brain where register fear and trigger aggression compared to women**
- **Women have stronger ability to verbal situation, connect to other people and a capacity to read faces and tones of voices.**

Areas of difference	Men	Women
Intellectual function	Analytical	Whole brained perspective
Base reaction	Action	Feeling
Stress response	Fight	Befriend /Help
Innate interest (spontaneous)	Things	People
Survival strategy	Throught self interest, power, competition hierarchy	Throught relationship, empathy and connection
Mental preference	Hard wired to systemise	Hard wired to empathise



How does it affect the way to coach ?

Intellectual function:

Women generally express more emotion in a more « open » way than men. But shouldn't be considered as a weakness . Their ability of seeing things as a whole picture makes them thinking: why they are performing a task.

Base reaction to stimuli:

This is not about conscious but more about impulsive behaviour

Basically, when something happens , a male will jump to action, whereas women are more likely to react with emotion.

Stress response:

Under stress , men produce more hormone of fight (testosterone and adrenalin) and women produce more oxytocin which is having a calming effect. So it is important to know your athlete to enhance performance under stress situation.

Innate interest:

Women are more into understanding how people connect rather than how things work.

Some socialization time, team up « game » , team building session are sometimes more efficient than technical session on court.



How does it affect the way to coach ?

Survival strategy:

Men are more likely to prove who is the best, whereas girls are more likely to try to get along with all the group.

Important to know how your athletes react to internal and external competition

Create a climate of cooperation and personal improvement might pay more than a session with competition.

Understanding and process info:

Men understand the world by building system to know how it works, whereas women need to put themselves in somebody's shoes to understand a situation;

Do you share emotion with your athlete?

Do your athletes share the same picture of success as you?

How your mood affects the people you coach?

To sum up...

- **Women often put the greater good before their own in a group**
- **Need to make their practice's environnement the most safe and appealing**
- **Need good communication, sharing, talk about feelings**
- **Use a more undirect way to express their idea than men (can be considered as hesitation by men)**
- **Tendancy to take responsibility for everything**
- **Relationship matters more than everything else (making or fixing)**
- **Same message , same session, but expressed in a different way, more talking .**
- **Feedback are really important to built a woman player**
- **Have more difficulties to accept value judgment**
- **Take less initiative, need more landmark in training**
- **Have higher level of anxiety, need to be reassure on the their potential, coach 's trust to built their self confidence**
- **Use and need empathy**
- **Receptive coach, open to discuss**
- **The coach should be aware of the groupe dynamic, cohesion and save equity**



Conclusion

This information is a generalisation, tendencies.

The most important is to know how to manage diversity, mix gender player

As a coach it seems really important to get to know each athletes as an individual, and tailor your relation according their needs

According to a UK studies, a good female's coach could be the one who:

- **Get to know the individual**
- **Has a different communication style**
- **Make Constructive and positive feedback**
- **Commit in their goal setting**
- **Balance the team's need and individual needs**
- **Is organised and in control**
- **Respects and listen to the athlete**
- **Provides regular feedbacks**
- **Has high expectations of their athlete and challenge them**
- **Can be a role model**

Based on Cunningham and Roberts study (2006)

Louann Brizntine , The female brain

Uksport studies on women coaching