



EMOTIONAL LABOUR OF WOMEN COACHES

**WOMEN ARE
UNDERREPRESENTED
IN COACHING**
at all levels in Canada

Women's invisible, unpaid, and emotional labour may be contributing to the gender gap in sport

12% Women coaches at Canadian universities



(Banwell et al., 2019; Sveinsson et al., 2022)



What is emotional labour?

Labour that requires one to manage their feelings and expressions and those of others to fulfill the emotional requirements of a job

While men and women coaches both manage their emotions, women are generally more likely to use emotional labour

WOMEN COACHES FACE A GENDERED DOUBLE-BIND

Heroic leader linked to images of masculinity



Evoke: courage & assertiveness
Suppress: vulnerability

Nurturing mother linked to images of femininity



Evoke: compassion & positivity
Suppress: anger

WOMEN COACHES USE EMOTIONAL LABOUR TO:



• Provide care for student-athletes' needs within and outside of sport



• Build and manage relationships with athletes and staff



• Create and maintain safe environments



• Perform the role of a heroic leader



• Navigate the gendered double-bind

EMOTIONAL LABOUR OF COACHES REMAINS UNSEEN AND UNDERVALUED IN SPORT

MOVING FORWARD:

- Broaden the definition of coaches' work to encompass the emotional realities of their jobs
- Critique and re-design organizational meso-level practices to reflect the emotional labour of coaches' work
- Acknowledge gendered expectations of women coaches to engage in more emotional labour