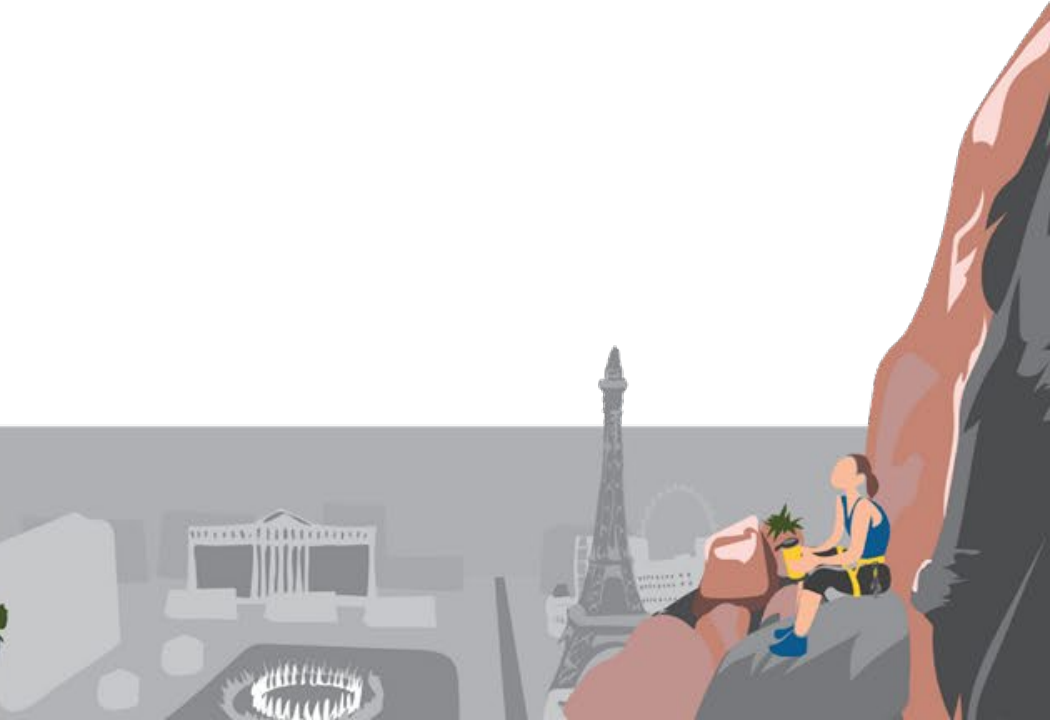


Building Confidence & Leadership in Female Guides

Kailee Hutchison



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Learning Objectives

- Identify problems that contribute to lack of female leadership in the outdoors
- Identify the impact of these problems on all your staff: both male & female
- Explore action-based solutions & best practices



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How is Building Confidence Different for Women?



How is Building Confidence Different for Women?

- Face more physical challenges in strength-based sports
- Typically less female peers/mentors in adventure sports
- Women have different values in communication



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What is Emotional Intelligence?

Recognizing & working through emotional reactions through perspective, skill, & technique.



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Why is Confidence not Being Built in Women?



Why is Confidence not Being Built in Women?

1. “Good Enough” Mentality: Not focusing on sharpening skills
2. No clear steps or standards for advancement
3. Less representation at the top
4. Women are being left behind in mentorship
5. Gender Segregation



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Problem #1

“Good Enough” Mentality



“Good Enough” Mentality

- Muscle through and it’s good enough
- Strength and Ego based training practices
- Marginalizes women by treating women like small men



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**Women are Not Just
Small Men**



Women are Not Just Small Men

- Sink or Swim Training: Just Send It
- Sets the stage for injury
- Disregards emotional intelligence



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Problem #2

No Clear Standards for Advancement



No Clear Standards for Advancement

- Low Expectations
(basic skills or professional conduct)
- Predatory Behavior & Hook up Culture
(sexualizes the workplace)
- Favoritism & Retaliation
(centralized power: divides the workplace through social clicks)
- Beer Fines



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Beer Fines

- Shames Failure
- Changes the learning cycle to a vicious cycle
- Docking pay for minor mistakes - Illegal throughout the US
- Lose guides who don't conform to peer pressure



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Less Representation of Women at the Top

Problem #3



Less Representation of Women at the Top

- Women are less likely to be found as Owners, TLs, Managers, Athletes
- Not giving the tools needed for women to achieve success.
- Does your media positively highlight women in your company?



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There Aren't Enough Female Mentors

- Lack of women's perspective & technique
- Lack of emotional intelligence in training
- The Ego driven environment.
- Leads to gender segregation in sports.



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Women are Being Left Behind in Mentorship

Problem #4



Women are Being Left Behind in Mentorship

- Insufficient Training Practices: Strength vs. Technique
Prone to Injury: Expectation to muscle through problems
- Not using emotional intelligence to work through challenges



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Gender Segregation in Adventure Sports

Problem #5



Why is There Gender Segregation?

Women's-only training has been a reaction to a boy's club with little accountability.

- Designed to be a place to actually learn skills
- Designed to help women feel safe from sexual harrassment
- Guarantee you will have a female mentor



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Problem with Long-Term Gender Segregation

- “Us vs. Them” mentality – “Otherizes” opposite gender
- The soft bigotry of low expectations: ignorance of skill
- Creates an unhealthy work culture:
Unbalanced relationships based on bravado & competitiveness



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Solutions



How do we Build Confidence?



How do we Build Confidence?

1. Improve your training plan
2. Promote Gender Integration
3. Prioritize emotional intelligence



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Solution #1

Improve Your Training Plan



Improve Your Training Plan

- Define Clear Standards.
- More time for training
- Open Opportunities for Advancement



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Define Clear Standards

- YOU define your company culture
(You are liable for those you chose to continue to employ)
- Promote safe companies: “safe spaces” implies you have a hostile work environment – secure your company
- DOCUMENT cases of harassment before termination



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Open Opportunities for Advancement

- Create advancement plans for your guides
- Encourage Certifications: IRF, Swiftwater, WFR
- Require River Logs



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Open Opportunities for Advancement

- Build more training time into guide scheduling
- Open more opportunities to shadow senior guides
- Break it down: Focus on drills, exercises, repetition



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Solution #2

Promote Gender Integration



Promote Gender Integration

- Have your male and female trainers teaching side-by-side
- Use women's only clinics for skills vs. long term women's only training
- Disperse men and women as evenly as possible throughout the team.



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The Power of 2 Parents

- De-centralizes the power, creates checks & balances
- Reduces ego & negative competitive behavior
- Opposite gender in management can create built-in accountability



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Why Have a Female Trainer?

- Spend more time focusing on breaking down the moves
- Analyzing the options
- Recognizing when to use emotional intelligence



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Solution #3

Prioritize Emotional Intelligence



How do we Prioritize Emotional Intelligence?

- Identify where person is at emotionally, and figure out what kind of support they need to meet the goal.
- Re-enforce hard skills they possess.



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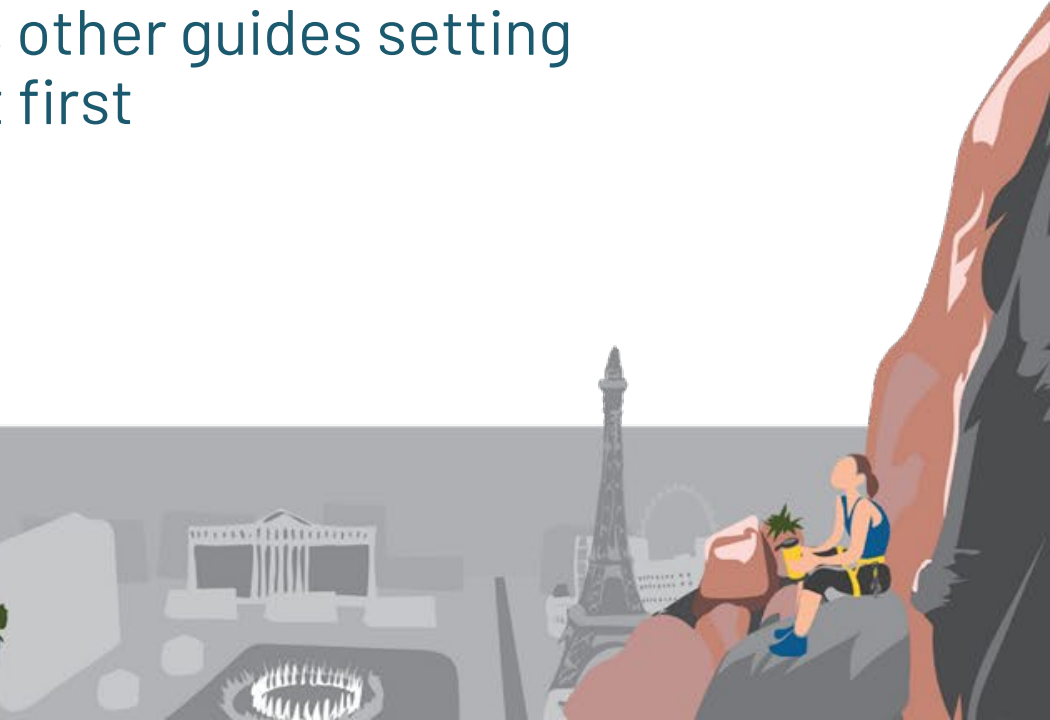


How do we Prioritize Emotional Intelligence?

- Coach people from a standpoint of perspective and options
- Provide an enhanced safety net such as other guides setting safety, and/ or watching someone do it first



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What Builds Confidence?

- Mentorship – Men & Women Trainers
- Representation – Women mentors, managers, peers
- Skills – Scouting, drills, exercises, options
- Support – Emotional Intelligence
- Goals – Have clear standards & advancement opportunities



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Questions?

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