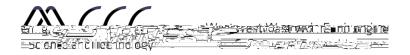


## Intro

This is the Best of the WWEST, inspiring women with real stories. Hosted by Westcoast Women in Engineering, Science and Technology.









## REINA

I never thought that I couldn't do it. It didn't make sense to me when I was younger, and nobody around me, not so much adults but more so than my peers, like people around me, they never put me down. And they never they saw my potential the way I saw myself. So it wasn't really a problem for me. And I think I was really fortunate that way, I think only when I started to get a bit older, maybe 12, 13 is when I started to steal people's doubts or negative views and that projected on me. Particularly, adults, not so much from the actual players around me or my peers. You learn from your parents. And I don't think kids at the base of like innately are against anything like that, or you know, girls playing, it

DR. HOLMAN





but women can't coach men's hockey, the skills of coaching, the skills of leadership, are gender neutral. And women can learn those skills and have learned those skills the same way men have, but we see them differently, we see the experience that men have going through the sport system as more valued than women going through the sport system. But they're not the same. And the other part is that if you look at the literature and the breakdown of coaches, a lot of coaches have never played University sport. But we expect our women coaches to have played University sport. So we need to look at the criteria that we use to get people where they need to be. And so there are biases built into the hiring process. There are biases built into the recruiting process, there are biases at every step of the way. And those are the implicit biases that we don't see. We think that we're hiring people on the same qualifications and criteria, but we're not in the way we interpret them. And when we look at evaluation above, there are more women at the entry level of coaching, or there have been more women, I don't have the most recent statistics. But there are more women at the entry level of coaching, but they don't move through the ranks of coaching development. So we have to be honest and ask ourselves why and address those deficits. What are the rewards of coaching for men that women don't seem to get into? And so if we look at the whys, then we'll be able to address the solutions. In many respects, it's just black and white, and it's easy to see. But if you're not looking for them, we're dealing with the explicit obvious discrimination and biases. But then we don't look beneath the surface to see what other things like the cultural issues and the harassment and the comments. Like when I worked with provincial team, provincial volleyball team, in the late 80s, I was an assistant coach and the coach sat at dinner and said, the three of us, or said to two, there were three of us at dinner, including him, said, "There's not a good female coach in Canada." And the other two of us who were listening to that message looked at each other. And he was, it was a male. It was a guy sitting beside me and me, we looked at each other and rolled our eyes like, "So he's telling me that I'm not a good coach, because there's not a good coach. in Canada, woman who coaches in Canada." And those are the little messages that women get, and a lot





discussed it over lunch, but I chose not to go. So recognizing that as a form of exclusion from the decision-making process. And there was no malice intended, it was just they wanted to facilitate the speed of the meeting. But recognizing that as a form of exclusion from the decision-making process is an important step. So it's addressing the toxicity of the hierarchies is addressing the toxicity of the dominance and control that exists in sport and finding a better way to deliver sport in a way that matches our social values. And what we say we want to achieve, instead of just blindly following that commercial value.

**REINA**