

## CAREER PATHWAYS IN INTERNATIONAL SPORT GOVERNANCE: FINAL REPORT

A research project commissioned by UK Sport surveyed 55 British leaders serving on boards or committees in international sports organisations, followed by in-depth interviews with 12 leaders (6 female and 6 male).

The research has revealed that the dynamics of networking within international sports federations may be an important factor in the low representation of women in leadership roles. It shows that women face unequal financial barriers to attend events and often feel uncomfortable or unwelcome in male-dominated informal networking spaces. The researchers have proposed a new conceptual model to illustrate these dynamics.

## FIVE P'S MODEL FOR SUCCESSFUL NETWORKING IN INTERNATIONAL FEDERATIONS

Within this model, all five P's are required to achieve successful networking and all five are interrelated.

### POWER

Know who the key influencers are and focus networking efforts on these individuals with power.

### PROFILE

To stand a good chance of getting voted into a senior role within an International Federation, it is important to be well-known with a strong profile.

### PROFESSIONAL

Professional networking needs to be strategic to achieve a good outcome. For example sharing knowledge to show expertise and commitment to an important issue.



### PLACE

To build a strong network, it's important to access networking places, such as congresses and major championships, where influential conversations happen in informal spaces such as a hotel bar.

### PERSONAL

Personal characteristics including being friendly, approachable, confident and good at listening are important. Family is also a powerful topic to connect with people from diverse regions and cultures.

The report includes recommendations for how to improve representation of women in international sport governance:



Training programmes to consider

### **5 P'S MODEL OF NETWORKING**

so that women are better prepared to navigate the political environment within international sports organisations.



### **OPEN A DIALOGUE**

on how to create more inclusive spaces for informal networking within each sport.



Review processes for providing

### **FINANCIAL SUPPORT**

to prospective and current postholders for travel expenses to ensure women have equal opportunities to engage in face-to-face networking.



Ensure that international postholders

### **RECEIVE SUPPORT AND ADVICE**

throughout their career, not just at the start.



Invest in

### **TALENT ID PROGRAMMES**

for female athletes interested in pursuing a career in international sport governance.

Scan the code to download the full research report for more recommendations and useful insights:

