



## #8 Sport for Success

Developed by: WomenInSport  
Year and country: 2016, UK  
Type of project: Research

<https://www.womeninsport.org/resources/sport-for-success/>

### Synthesis of the case study

A comprehensive study about the role and importance of sport in helping women to achieve and contribute more to their careers. Sport for Success highlights how the workplace can benefit from the increased effectiveness of female staff. The main aim was to explore the correlation between physical activity and qualification level, career progression and leadership skills.

### Context and approach

The idea of gender gap, where men do more or better than women, whether in the field of work, sports or other forms of performance, is a well-known challenge. In the UK and globally, there remains a persistent inequality in sport between the rates of participation for women and men throughout life-course, as well as a huge disparity in terms of the financial investment and media coverage in each.

### Objectives/Challenges

Our aim has been to further explore whether playing sports has positive outcomes for women's educational qualifications and employment, and what might be behind this in terms of experiences at the level of the individual. We want to explore the connection between women's sports participation, professional progression, and the economic benefits that inevitably accrue from women being in a better position to drive growth and maximise both their own as well as their organisations' potential. We want to understand the role of sport in helping women to achieve more, and thus contribute more, in their careers.

### Target

Everyone in the sport sector

### The deliverable (What did they do specifically?)

Different hypotheses were developed and tested both with a quantitative and qualitative analysis. A survey among 1000 female business executives was carried out in addition to interviews with a cross-section of women who play regular sport. Conclusions and statistics were drawn and best examples were showcased.

### Key learnings/Questions to think about

Why does it matter that women and girls are less likely to be active and take part in sports? How could addressing this have any impact on the gender gap that exists in other areas including the world of work?

#### Contact information

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