

Applying the insight you have gained to design opportunities for women and girls~

- 1. Start where women are – being real and friendly will engage women**
 - Use their language: friendly and informal
 - Use pictures and images of real women
 - Show an understanding of real issues (looking sweaty, pressures of time)
- 2. Show women what sport can do for them personally – they want to feel confident doing sport**
 - Use real role models showing women confident being themselves (hot and not bothered)
- 3. Show women that sport is a good use of their time socially – they want to have fun with their friends and kids**
 - Communicate that this is a good use of their time – having some fun with the girls (or with their kids)
- 4. Design the offer to make it easy for women to do sport – don't expect women to change to fit sport**
 - Right time: be open or run classes to suit women's lifestyle (work and family)
 - Right place: close to where women are, with the right facilities (change rooms, hairdryers etc.)
 - Right welcome: make sure the welcome is warm by reception / class leaders
 - Right company: ideally, they should be with people like them
 - Right gear: reduce the fear of wrong gear
- 5. Focus on repeat participation – ensure you design the offer to keep women engaged, not just to attend once**
 - Once engaged, keep in touch with them
 - Encourage communities of interest: women spending time with their kids, with the girls (meeting up after for food or drink), or women seeking to achieve more
 - Make your communications personal
 - Appeal to all the senses (music etc.)