

# Coach Her Game.

A guide for grassroots coaches of girls teams — Champion Her Game

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## Coaching is coaching. Right? Wrong.

Coaching a girls team is different. The structure, the support and the access are very different to boys teams. The girls' needs are very different to boys. And for most coaches, the support and training to navigate this is non-existent.

At Champion Her Game we are as passionate about keeping good coaches in the game as we are about keeping girls in it.

Most grassroots coaches happen because a daughter wanted to play and a parent wanted to make it happen. And now here you are. Sunday mornings. Wet pitches. Twelve girls who all need something slightly different from you — and nobody gave you the manual.

**This isn't that manual. This is just a conversation. From people who know what you're dealing with — to you.**

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## Inside this guide:

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### Q1

## Why is coaching girls different to coaching boys?

Because girls are primarily motivated by belonging, not winning. A boy who has a bad game will usually shake it off and come back. A girl who feels she doesn't belong — in the squad, in the team, in the environment you've created — will find a reason not to come back.

Football is the vehicle. The team is the reason she's there. That one shift in understanding changes how you run every session. You're not just coaching football. You're building a place where twelve girls want to be every week.

[championhergame.co.uk/pages/coaching-girls-differently](http://championhergame.co.uk/pages/coaching-girls-differently)

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### Q2

## Why do girls actually drop out — and what can I do about it?

Girls rarely quit because they don't like sport. They quit because their bodies change, they feel watched or judged, they don't feel good enough, they don't feel represented, they're uncomfortable in their kit, they're scared of embarrassment, they don't feel like they belong, or they're overwhelmed by comparison culture.

These are emotional, social and developmental pressures — not a lack of interest. Most of them have nothing to do with football ability. And most of them can be influenced by the environment you create. Not fixed — but influenced.

[championhergame.co.uk/pages/stopping-dropout](http://championhergame.co.uk/pages/stopping-dropout)

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### Q3

## How do I give feedback without shutting a girl down?

Privately and specifically. Never single a girl out in front of her teammates — what feels like constructive criticism to you can feel like public humiliation to her.

After training, on the walk back, one to one. Lead with what she did well. Then one thing to work on. Then end on something positive. The sandwich isn't soft — it's effective.

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#### Q4

### What do I do when a girl goes quiet?

Don't ignore it and don't make a big deal of it. A quiet word — not on the pitch, not in front of others — is enough. "You alright? You seemed a bit quiet today." That's it.

You don't need to fix it. You just need her to know you noticed. That alone changes things.  
[championhergame.co.uk/pages/building-confidence](http://championhergame.co.uk/pages/building-confidence)

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#### Q5

### How do I manage conversations with parents who don't agree with my decisions?

Honestly — this is one of the most challenging aspects of being a grassroots coach. And it's one that nobody prepares you for.

The best thing you can do happens long before any parent approaches you. A huge part of what we've built in the CHG Coaches Corner is focused on preventive and proactive approaches — because the more you get right with the girls, the less you'll need to manage with the parents.

A girl who understood why she wasn't starting isn't crying in the car on the way home. A girl who wasn't embarrassed in front of her teammates hasn't come home angry. Most parent frustration is their daughter's frustration, reflected back at you.

Apply the approaches in this guide. The frequency of these conversations will reduce. And if one does happen — take it off the touchline immediately. "Can we chat after?" every time, no exceptions. If you're using Her Voice Matters you can show a parent exactly how you're getting to know their daughter as an individual. That changes the conversation entirely.  
[championhergame.co.uk/pages/her-voice-matters](http://championhergame.co.uk/pages/her-voice-matters)  
[championhergame.co.uk/pages/coaches-corner](http://championhergame.co.uk/pages/coaches-corner)

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#### Q6

### How do I pick teams without anyone feeling left out?

You pick them. Always. Never let the girls pick — there will always be a last pick and that girl will carry it. You decide, you balance, you remove that moment entirely.

It takes thirty seconds and protects confidence for years.  
[championhergame.co.uk/pages/coaches-corner](http://championhergame.co.uk/pages/coaches-corner)

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## Q7

### **What do I do when friendship fallouts affect the session?**

You probably won't know the full story — and you don't need to. Structure your session so they're not forced to interact badly. Separate them in drills without making it obvious. Check in with both privately after. Don't take sides.

The fallout usually resolves itself — your job is just to make sure training isn't where it plays out.

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## Q8

### **How do I talk to a girl who isn't starting?**

Before Sunday. Not on Sunday. A quick message or a word at Thursday training — "I wanted to let you know the lineup before the game, I need you to do this role and here's why it matters."

A girl who finds out she isn't starting when the shirts go out has already spent the whole match in her head. A girl who knew on Thursday is ready to contribute.

[championhergame.co.uk/pages/building-team-culture](https://championhergame.co.uk/pages/building-team-culture)

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## Q9

### **How do I make every girl feel part of the squad?**

Give every girl a role that isn't about playing time. Warm up leader. The one who encourages from the bench. The one who keeps stats. The one who sets up the kit. It sounds small. It isn't. A girl who has a job feels like she belongs even when she isn't playing.

Kit helps too. A girl who arrives with the same kit bag as her teammates is already part of the squad before a ball is kicked. And when she pulls on a training bib that says Train Like a Girl or Kick Like a Girl — that's not the bib you get when you're not starting. That's the kit your team trains in. There's no hierarchy in it. Every girl wears it. Every girl belongs.

[championhergame.co.uk/collections/girls-football-kit](https://championhergame.co.uk/collections/girls-football-kit)

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## Q10

### How do I handle periods — do I need to?

Yes — but it's simpler than you think. You don't need to have a conversation about it. You just need to create an environment where it's not an issue. Leggings under shorts — normalise it, no questions asked. If a girl says she's not feeling well, believe her and don't push for details.

That's it. She'll remember that you made it easy.  
[championhergame.co.uk/pages/puberty-girls-sport](http://championhergame.co.uk/pages/puberty-girls-sport)

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## Q11

### What's the one thing I can change that makes the biggest difference?

Speak to every girl individually at every session. Not about football necessarily. Just acknowledge her. Her name. Eye contact. One sentence. "Good session today." "How did that drill feel?" "Glad you're here." Thirty seconds per player. It costs nothing and it changes everything about how valued she feels.

But if you want to go deeper — and know what each girl actually needs before you guess — try Her Voice Matters. It's a free tool from CHG. Share a link, each girl answers 11 yes/no questions privately in 2 minutes, and you get a full picture of your squad before your next session. It does the asking so you don't have to.  
[championhergame.co.uk/pages/her-voice-matters](http://championhergame.co.uk/pages/her-voice-matters)

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Want to go deeper on anything in here? Reach out to the team.

And if we've missed something you think other coaches need to know — tell us. The best guidance comes from the people doing it every week.

[team@championhergame.co.uk](mailto:team@championhergame.co.uk)

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## Welcome to the CHG Squad.

Without you, there is no grassroots.

[championhergame.co.uk/pages/coaches-corner](http://championhergame.co.uk/pages/coaches-corner)