

WOMEN IN COACHING 2026

INAUGURAL COHORT



TABLE OF CONTENTS

- 03 Introduction. A movement in the making
- 04 Who is Involved
- 05 The Programme Team
- 06 Why “Women in Coaching?”
- 07 Programme Outcomes and Activities
- 08 Who the Programme is For
- 09 Practical Expectations
- 10 Participant Experience: What to Expect
- 11 Evaluation and Impact
- 12 Legacy & Community: What this Leaves Behind
- 13 Join us: An Invitation to Coaches, Federations and Funders

I am incredibly grateful to be part of the Women in Coaching program. I learned from amazing leaders in the game, especially Beth Barz, our coach’s coach. My calls with Beth quickly became a highlight of my season. This program is a must for women coaches.

“

Stephanie Vanderpass, PGA



”

INTRODUCTION

A MOVEMENT IN THE MAKING

The Women in Coaching programme is more than a professional development initiative, it is a strategic investment in the future of sport leadership across Europe. Created in partnership with COACH+, the PGA of Holland, and the Confederation of Professional Golf (CPG), this programme is designed to elevate the **visibility, voice, and value of women coaches** in golf, aiming to create a lasting cultural shift.



Across sports and particularly in golf, women remain underrepresented in leadership and coaching roles. While interest in playing the game has grown, the **leadership pipeline has not kept pace.**

In many countries, fewer than 10% of certified coaches are women. Fewer still are found in high-performance roles or technical leadership positions. This is not just a gender issue; **it's a systems issue.** And this programme addresses that directly.

Through a year-long experience combining individual mentorship, cohort-based learning, technical development, and immersive practice, including at one of golf's most visible stages, the Solheim Cup, this initiative **builds skill, confidence, and community.**

WHO IS INVOLVED



COACH+

COACH+ is a global leader in coach development, known for designing people-first, context-aware programmes that go beyond certification. Operating in over 27 countries, COACH+ builds cultures of learning, not courses. With a portfolio that includes Women in Coaching leadership work with Golf Canada, Baseball Canada, Wheelchair Rugby Canada, and multi-sport national initiatives, COACH+ brings both global reach and personal commitment to every project.



PGA OF HOLLAND

The PGA of Holland has made a bold commitment to inclusive leadership and to advancing coaching as a profession. Their involvement ensures that this programme aligns with national systems, golfer pathways, and the broader goals of professional golf across Europe. Their support provides credibility, infrastructure, and local knowledge essential to sustained impact.



CONFEDERATION OF PROFESSIONAL GOLF

The CPG supports a network of national PGAs across Europe and beyond. Their endorsement and participation provide not only logistical support but also a strategic pathway for this model to scale internationally. CPG's role in convening, sharing best practices, and raising visibility ensures this initiative has influence beyond national borders.

PROJECT TEAM



Glenn Cundari

Founder of COACH+ and a globally recognized leader in coach development. With experience across 27 countries and 15+ sports, Glenn brings deep expertise in building high-performance systems, mentoring coaches, and designing transformational programmes. He is a former Coaching Association of Canada Coach Developer of the Year.



Beth Barz

A master facilitator and strategist, Beth's presence is felt in every conversation she leads. She is the 2022 Coaching Association of Canada Coach Developer of the Year and a globally certified World Rugby International Trainer. Her work blends academic rigour with human insight, particularly around gender equity, reflective practice, and leadership growth.



Megan Cundari

An innovation strategist with a sharp eye for context, Megan leads the AI and leadership portfolio at COACH+. She has designed and executed national award-winning women's coaching programmes at Baseball Canada. Megan's work centres on coaches as people first.



Jim van Heuven van Staereling

A European award-winning coach and recognised leader in coach education, Jim is a foundational figure in Dutch coach development. His work with the PGA of Holland has helped shape national approaches to mentorship and technical development. Thoughtful, experienced, and quietly bold, Jim helps set the tone for the kind of environment this initiative is built to create.

WHY WOMEN IN COACHING?

When women don't enter coaching - or leave it -the system loses experience, perspective, and the relatability golfers need. The barriers are often systemic: too few visible role models, limited mentorship, leadership styles that aren't valued, and environments that quietly exclude.

This programme exists to change that by building a culture where women aren't the exception, they're expected. When women are seen, supported, and connected, they stay. Golfers benefit, and federations and PGAs get stronger when inclusion is treated as a strategy, not a side project.

What We're Contributing

A coach-first model rooted in trust & reflection, not checklists

A values-driven design that sees identity, joy, and confidence as performance drivers

A blueprint that partners technical and personal growth

A learning community that doesn't fade after the final session

What This Means for Coaches

Space to strengthen their voice and leadership identity

Tools to navigate barriers with confidence and clarity

Mentorship that's tailored, not templated

A network that feels like belonging, not just access

What This Builds for Sport

More visible role models for future coaches and golfers

Healthier coach-golfer relationships.

Retention of top talent, not loss due to burnout or invisibility

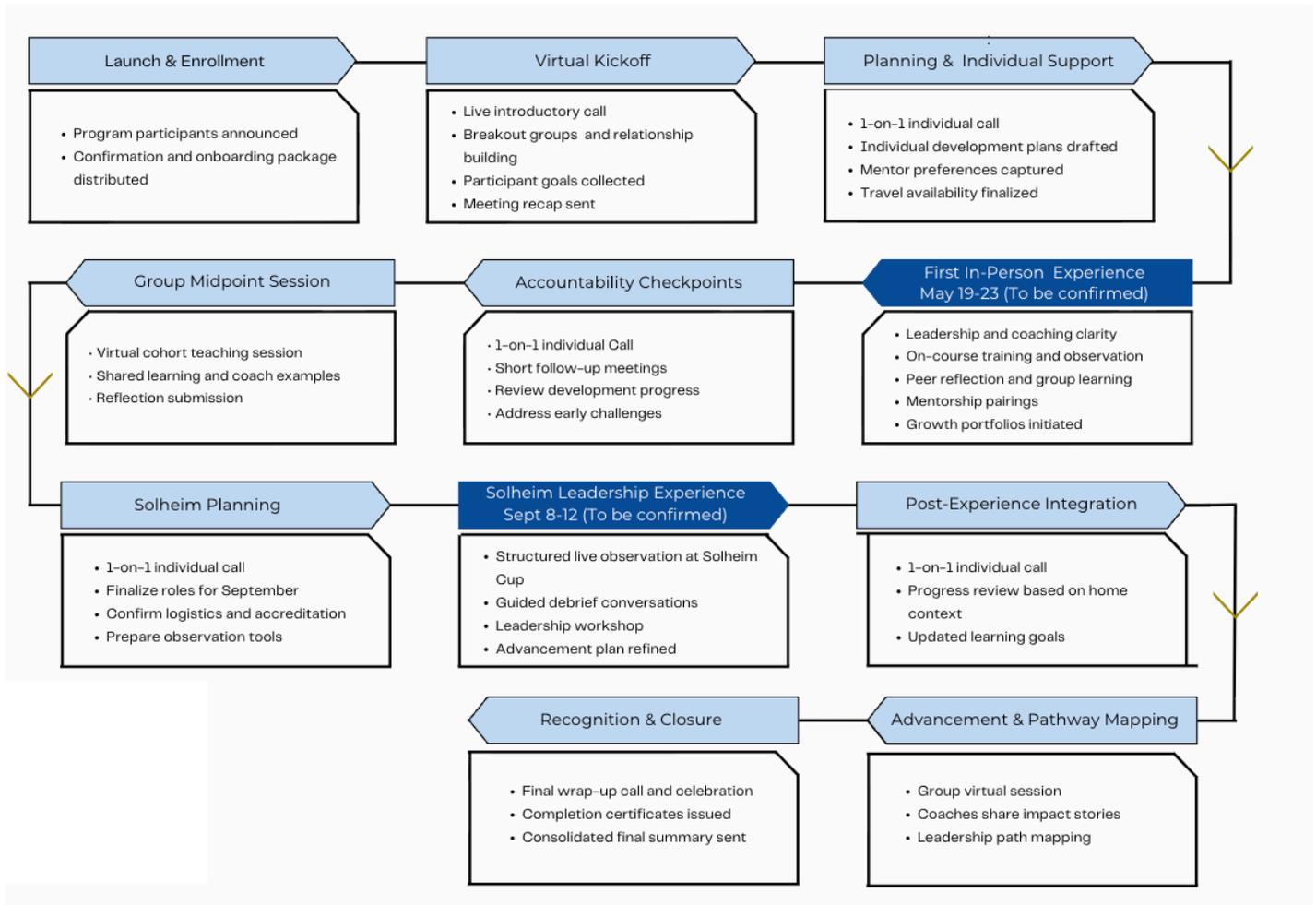
Stronger team environments, where diverse leadership is expected

This program gave me confidence, knowledge and a sense of belonging. The most important part of the program was learning that there are other coaches that face similar challenges and have gotten through them. Every session was something to truly look forward to. This program shaped the way I teach, coach, think about golf and how I carry myself.

Bri Tokariwski, PGA



PROGRAMME TIMELINE & ACTIVITIES



Each phase is strategically placed to create space for learning, application, reflection, and rest. We alternate between individual and group work and virtual and in-person experiences so coaches remain engaged and never overwhelmed.

The inclusion of live learning at the Solheim Cup is a deliberate choice: not just a site visit, but an immersive leadership experience on one of the sport's biggest stages. It creates context, aspiration, and a connection to the broader world of professional golf.

Each month has a purpose. Each session has depth.
Each coach will see how their learning fits into their context.

WHO THIS PROGRAMME IS FOR

This programme is for coaches ready to invest in their growth, strengthen their leadership, and join a supportive pan-European coaching community.



ELIGIBILITY CRITERIA

1. **Identifies as female**
2. **Three years coaching experience** (any level; not limited to high performance)
3. **Coaching-focused** (designed for those whose primary work is coaching)
4. **PGA affiliation** (nationally recognized PGA member; full qualification not required)
5. **English delivery** (can work in English)



WELCOME TO DIVERSITY

This programme proudly welcomes the diversity of Europe's coaching community.

Coaches bring a wide range of cultural, linguistic, and sporting experiences, and we consider this a strength.

While English will be the working language, facilitation is designed to be accessible, clear, and inclusive for multilingual participants. Our team brings extensive experience supporting diverse learning needs across international contexts.

EXPECTATIONS: FORMAT AND COMMITMENT

The Women in Coaching programme runs from March to January, with a blend of virtual and in-person sessions designed to provide meaningful support without adding strain to coaches' existing work and coaching commitments.



VIRTUAL SESSIONS

These are hosted on Zoom and include full-group calls (60–90 minutes), smaller peer or mentor groups, and 1-on-1 coaching check-ins. Virtual sessions take place monthly.

IN-PERSON GATHERING

A 3-day residential in the Netherlands, with full-group workshops, facilitated discussions, and social connection. This is a key moment for relationship building.

MENTORSHIP

Each participant is paired with a mentor and expected to meet virtually once a month. These meetings are flexible in format and focused on development goals set by the coach.

LIVE LEARNING AT THE SOLHEIM CUP

A 4–5 day immersive experience in Netherlands. Participants will observe leadership, meet with professionals, and reflect in real-time with programme staff and peers.

TIME COMMITMENT

Expect an average of 4–6 hours/month, with additional time during in-person events. Coaches are encouraged to apply what they're learning in real contexts between sessions.

COMMUNICATION & SUPPORT

A shared platform will house all resources, schedules, and updates. Coaches will receive reminders and summaries for each engagement, and staff are available for support throughout.

THE EXPERIENCE: WHAT TO EXPECT

This isn't a course. It's a coach development journey.

From the first call to the final session, it's designed to be personal, practical, and unapologetically supportive. Coaches don't just learn from experts, they're seen, challenged, celebrated, and backed.

It starts with connection.

Coaches are welcomed with clarity and warmth through onboarding that explains what's ahead, who's involved, and how support will show up. The first virtual session focuses on the person behind the coach, what drives them, where they shine, and what's getting in the way.

A community that builds momentum.

From there, the journey layers in coaching plans, targeted 1-on-1s, immersive in-person gatherings, real-time feedback, and meaningful mentor matches, all grounded in the real world. No tests. No grades. Just smart support and honest feedback.

The Women in Coaching program was the most valuable professional development experience of my career. I was initially nervous about this, but I felt immediately welcome and connected.

Beth is a rockstar. I am more confident in my coaching, have a broader toolkit, and a strong network of fellow female professionals with whom I can share challenges and lean on.

Katie White, PGA



IMPACT: WE MEASURE WHAT MATTERS

We don't measure outputs. We measure outcomes.

We will measure success by growth, not completion. That's why we use values-based evaluation tools like Outcome Harvesting and Most Significant Change to capture real change, confidence, leadership, and impact on others.



We gather stories, not surveys.

We track coach development plans, collect written reflections, and facilitate structured mentor feedback. We listen carefully for what's changing, and where the system needs to grow alongside the individual.

Funders and partners receive regular insight updates, not just data tables. We ensure the investment is clearly linked to real change: stronger retention, improved coach-golfer environments, and rising female leadership within golf and beyond.

LEGACY & COMMUNITY: WHAT THIS LEAVES BEHIND



Most programmes end. This one plants roots.

What makes this initiative different is not just the quality of the training, it's the depth of the relationships. Coaches leave with new skills, yes. But more importantly, they leave with a network they can call on, lean into, and build with.

This is a cohort experience in the truest sense.

Every in-person session includes structured peer reflection. Every month includes intentional touchpoints. Every coach is paired with a mentor who understands their sport, their reality, and their potential.

These connections don't dissolve.

We see coaches from previous cohorts co-creating future content. Taking on industry leadership roles. Reaching back to mentor the next wave.



Being part of the Women in Coaching cohort was a defining experience in my growth as a coach and overall career. The intentional focus on building a long-lasting community was obvious, and I loved it - not just who we are as coaches today, but the impact we are building for the next generation.



Kristi Roach, PGA



YOU'RE INVITED TO JOIN US IN HOLLAND



If you're a coach looking for real growth, not surface-level training, this is for you.

If you're a federation or PGA serious about inclusion, leadership, and impact, this is for you.

If you're a funder wanting your investment to ripple into real, visible, systemic change, this is for you.

If you're ready to invest in your coaching, your leadership, and a more inclusive future for golf, this is your moment.

What's Included:

- Participation in all virtual and in-person sessions
- 1-on-1 mentorship
- Ongoing support and resources from COACH+ and partner organizations
- Access to a pan-European network of women coaches and leaders
- Programme materials, facilitation, and group coaching
- Meals

Note:

- Accommodation during in-person sessions is not included
- Travel subsidies may be available based on funding

Total Cost: € 3500.

Express your interest here: <https://forms.gle/W5pfKJggyzNwqPF5A>

For any further questions, contact: glenn@improveyourcoaching.ca

Spots are limited. Applications open February 16th and close March 13th.



We gratefully acknowledge the inspiration and guidance provided by the R&A Women in Golf Charter (<https://www.randa.org/en/key-projects/women-in-golf-charter>), and the collective leadership of Golf Canada, PGA of Canada, PGA Holland, Confederation of Professional Golf, and COACH+, whose work helped shape the development of this programme.

SEE YOU SOON!