



**Sallie Barker**  
**The WILD project**

European Union Sports Forum  
Budapest, 21 - 22 February 2011

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# The story so far...



✓ **8 Nations**

✓ **44 Women**



✓ **12 Months of their lives**

✓ **A lifetime of change**

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# Project partners



**ENGSO**

European Non-Governmental Sport Organisation



**Denmark**

Danmarks Idræts-Forbund/NOC (DIF)



**Finland**

Suomen Liikunta ja Urheilu (SLU)



**France**

Comité National Olympique et Sportif Français (CNOSF)



**Hungary**

Nemzeti Sportszövetség (NSSZ)



**Italy**

Università Degli Studi di Roma- Foro Italico (IUSM)



**Sweden**

Riksidrottsförbundet (RIF)



**UK**

Central Council of Physical Recreation (CCPR)



**Czech Rep.** Českého Olympijského Výboru (COV)



**EU funding from preparatory actions in the field of sport**

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# Aims of the project



- ✓ To increase representation by women in leadership positions
- ✓ To build the competence and confidence of women in decision-making positions
- ✓ To increase support among organisations for the contribution women can make to sports leadership
- ✓ To strengthen networking between women leaders, both nationally and internationally
- ✓ To provide a platform for future projects
- ✓ To disseminate best practice via website, publications, sharing seminars and international networks

# Women in leadership



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National Parliaments <sup>1</sup>	24%
Leaders of Business <sup>1</sup>	33%
Public Company board members <sup>1</sup>	11%
Sports board members (UK) <sup>2</sup>	20%
Sports organisations with no women board members (UK) <sup>2</sup>	25%

1. European Commission (2009) Equality between women and men

2. Women's Sport and Fitness Foundation (2009) Trophy Women

# Why change?



- ✓ Diverse boards make for better decision-making and more effective organisations.
- ✓ Companies where women hold at least 30% of senior management positions are significantly more successful and better able to deal with future challenges.

McKinsey and Company

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# WILD opportunities



## ✓ Training

- National
- International

## ✓ Networking

## ✓ Mentoring

## ✓ Spreading the WILD word



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# National training



## Personal Skills

- Communication skills
- Influencing skills
- Presentation styles



## Leadership Tools

- Media skills
- Sponsorship and marketing
- Chairing meetings
- Staff & volunteer management

*“National training gave us insight into areas we wouldn’t usually access”*

Agnes Kendi, Hungary

## Management Skills

- Change management
- Strategic planning
- Conflict prevention & resolution

# International training



**Brussels, Belgium**  
**13 to 14 April 2010**  
**The Kick Off**



**Copenhagen, Denmark**  
**28 to 30 October 2010**  
**Myself as a Leader**

*"I enjoyed the atmosphere of the training and it was really inspiring to network with WILD members from other countries".*

Salla Lampela, France

**Strasbourg, France**  
**16 to 17 February 2011**  
**The End Game**

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# Mentoring



- 1 mentor per person
- Attribute matching
- Regular contact
- Extended networking opportunities



*“We found the mentoring element of the programme to be the turning point in our development. Our mentors were people with the knowledge and experience of sport who were able to guide all of us to become more focused on what we wanted to achieve as sports political leaders”*

*Diana Anderson, Denmark*

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# Networking



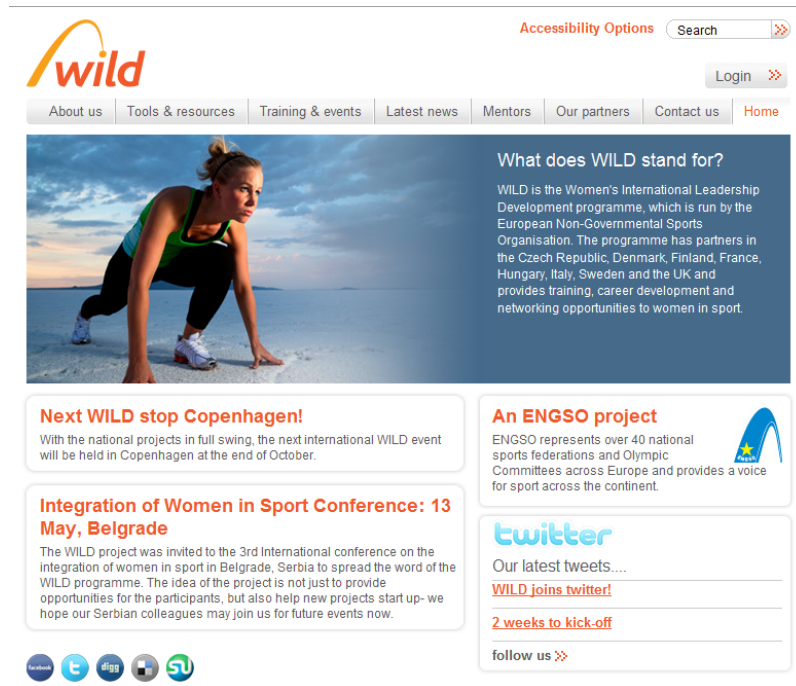
*“I was really excited by the opportunity to focus on developing my leadership skills, particularly doing this in concert with other dynamic women, not just from the UK, but across Europe. I further hoped that being involved in the programme might lead to strong connections being formed with other participants, and this has proved to be the case.”*



Jenny Fromer, UK

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# Spreading the WILD word!



- ✓ Word of mouth
- ✓ Speaking opportunities
- ✓ Leading by example
- ✓ Being available
- ✓ **WILD** talk

*“Inspired by WILD we are going to run a national seminar for 60 women in July 2011”*

Milda Krejci, Czech Republic

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# Participants report a WILD success!



*"It was an important experience for me, because it gave me a lot, especially for my work. I saw new goals to be realized and I reflected on my strengths and awareness, as I never have before."*  
Cinzia Sandulli, Italy

*"It has opened my eyes and mind to the importance of female leaders in different national and international positions".*

Anna Linner, Sweden

*"The support within the group has been incredible. We have shared contacts, knowledge and areas of expertise in ways that none of us would have thought at the outset".*  
Maria Clayton, UK



*"Mentoring has already brought changes to my way of working. I now aim to focus on several tasks to do excellently rather than many different things with only moderate results. I feel an increase in self-confidence as my mentor encourages me to believe in myself even when others don't agree with me".*  
Mila Kajas-Virtanen, Finland

*"It was fun"*

Carolle Breteville, France

# Next steps into the WILD!



**“Be a member of the board”**

**“Look for opportunities to actively use skills that were developed through the WILD programme”**

**“Believe that what I want to achieve is achievable”**

**“To develop the idea of European Week of Sport and Relaxation for Women”**

**“I will start a company for sport marketing with my friend I met here”**

**“Presidency of international committee of my federation”**

**“Successful life”**

**To get a role in the European Confederation in my sport in the next 5 years**

**“Keep in touch with other WILD members”**

**“Elected in the ENGSO Youth Committee”**

**“Try to draft a creative project how to attract more girls to sport”**

**“Gain work placement in an international NGB”**

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The screenshot shows the homepage for the European Women and Sport Conference (EWS) in London 2011. At the top left is the 'EWS LONDON 2011' logo with the tagline 'European Women and Sport'. To its right are the logos for the European Union and EPAS (Enlarged Partial Agreement on Sport). A navigation menu includes links for Home, News, Agenda, Booking, Hotel options, Sponsor information, Visitor information, and FAQs. The main visual is a photograph of a female athlete in mid-stride, splashing water. Below the image, a call to action reads: 'Interested in attending? Interested in exhibiting or sponsorship opportunities? Register now'. Three informational boxes provide details: the conference dates (September 15-18, 2011), the joint event status with EPAS, and a registration link. A footer section includes a 'Go to:' dropdown menu set to France, social media links for Twitter, Facebook, and YouTube, and a row of partner logos including UK Sport, Sport+Recreation Alliance, The European Sports Institute, The European's Community, France 2012, DOSB, SEMMA, and TheMediaGroup. The text 'Restricted: EWS' is visible in the bottom right corner of the screenshot.

**15-18**

**September**

**London**

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**Thank you for your attention!**

**Any questions?**

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