

No Scripts, Just Leadership: Authentic Presence on and off the Pitch



A JOINT EFC X WIF WEBINAR
APRIL 17TH, 2026



**WOMEN IN
FOOTBALL**

This session will be recorded.
Questions, ideas and comments
are always welcome through
the Q&A and via
sustainability@efcfootball.com

Recording of the session and
presentation will be available.



Agenda points from 10h30 to 12h

Opening



Gaia Pretner

EFC

Head of Sustainability



Ebru Koksal

WIF

Chairwoman

Network overview and activities



Nisha Vyas

WIF

Consultant

Interview



Faye Carruthers

Sports presenter and
reporter



Laura McAllister

UEFA

Vice-President

Everyone's Game FC



2026 ACTIVITY PLAN

Everyone's Game FC

EFC – WIF Partnership

Webinars

Eight Webinars including:

- **Workshop** on a specific topic or skill (e.g. Influence and persuasion, Authentic presence, Board Ready, Inspiring and Motivating others, etc.)
- **Interview** of a successful leader in the football sector (both male and female)

Networking Side Events

At least two Network in-person side events per year:

- **EFC Club Connect Women's Football**
Lisbon, 15 – 16 April 2026
- **EFC General Assembly**
Copenhagen, 28 – 30 September 2026

Women on Board Programme

At least two Women on Board Programme editions per year:

- **3rd Edition**
Nyon, 21 – 23 April 2026
- **4th Edition**
Nyon, August 2026

Participants will be invited to EFC GA 2026 and will be enrolled in the mentorship programme

SAVE THE DATE

Friday, 29 May 10.30 – 12.00

Inclusion for a Competitive Edge I

Chris Gibbons



WEBINAR DATES

6 March 2026

Launch of the Network

Hayley Mcqueen
interviews
Ebru Koksal

29 May

Inclusion for a
competitive edge I

September 2026

Allyship

17 April

Authentic Presence

Faye Carruthers
interviews
Laura McAllister

26 June

Inclusion for a
competitive edge II

**28-30 September
2026**

Side event at GA in
Copenhagen

2026 RESEARCH

Everyone's Game FC

Research Project

Interviews

Season 2024-25: **I qualitative research**

Interview with 20 men working in leadership positions in football

Season 2025-26: **II qualitative research**

Interview with 20 women working in leadership positions in football

Workshop

General Assembly 2026:

Workshop with 100 members on the most relevant activities for the network

Next Step: Survey

Today:

Launch of a SURVEY targeting both men and women working in football clubs.

AIM:

1. Validate the key insights and outcomes from the interviews
2. Inform future network activities
3. Establish a benchmark to measure the impact of network activities

PARTICIPATE TO OUR SURVEY!

Examining Access and Obstacles for Women in Football Leadership Positions

**Scan the QR code below
and fill the survey**





EUROPEAN FOOTBALL CLUBS (EFC) AUTHENTIC PRESENCE & EMPOWERMENT

NISHA VYAS – PERSONAL & PROFESSIONAL COACHING

NISHA VYAS - PCC EXECUTIVE COACH & TRAINER

International Coaching Federation –
Professionally Certified Coach

Coach Trainer and Leadership Development

FIFA, Women In Football, The Premier League, Arsenal
FC, Sky Sports, Saudi Arabia

12 years in Corporate Football:
IMG – Club Wembley, Olympic and Paralympic
Football, Tottenham Hotspur Football Club



**ARE YOU OPERATING AT YOUR
FULL POTENTIAL
AS A LEADER?**



**WOMEN IN
FOOTBALL**

The daily practice of letting go of who we think we're supposed to be and embracing who we are.

- Brené Brown

**THE TRUTH ABOUT FOOTBALL
LEADERSHIP.**

**WE COACH PLAYERS,
WE DON'T COACH LEADERS.**



**WOMEN IN
FOOTBALL**

**76% OF EMPLOYEES EXPERIENCE
BURNOUT.**

**ONLY 1 IN 3 PEOPLE FEEL LIKE THEY
CAN BE THEMSELVES AT WORK.**

POLL

HOW OFTEN DO YOU FEEL YOU ARE
OPERATING AS YOUR AUTHENTIC SELF
AT WORK?

(ON A SCALE OF 1 – 5)

1 – Never

5 – Always



**WHEN I LOST MYSELF
I STOPPED BEING MYSELF.**



**WOMEN IN
FOOTBALL**

THE MOMENT THAT CHANGED MY LEADERSHIP

“ITS YOU”

Nisha Vyas – Personal & Professional Coaching



**WOMEN IN
FOOTBALL**

WHAT CHANGED:

FROM CONTROL



TO TRUST



WOMEN IN
FOOTBALL

**LEADERSHIP ISNT ABOUT WHAT YOU
DO...
ITS ABOUT HOW YOU MAKE PEOPLE
FEEL.**

WHY WE HOLD BACK

OUR BELIEFS DRIVE OUR BEHAVIOUR.



**WOMEN IN
FOOTBALL**

LIMITING BELIEFS

IT NEEDS TO BE
PERFECT

I NEED TO PROVE
MYSELF

I CAN'T SHOW MY
"TRUE SELF" AT WORK

I NEED TO APPEAR
STRONG

I DON'T BELONG

**VULNERABILITY
AND
SHOWING YOUR
TRUE SELF**



**WOMEN IN
FOOTBALL**

VULNERABILITY ISNT WEAKNESS.

**IT'S THE WILLINGNESS TO SHOW UP
WITHOUT CERTAINTY.**

VALUES

ALIGNMENT OVER PERFORMANCE



**WOMEN IN
FOOTBALL**

THE ABC FRAMEWORK



**WOMEN IN
FOOTBALL**

A – AWARENESS – How am I showing up?

B – BELIEFS – What story is driving me?

C – CORE VALUES – Am I aligned to what matters to me?

“Leadership is not about titles or the corner office. It’s about the willingness to step up, put yourself out there, and lean into courage”

- Brené Brown

**WHAT IS ONE STEP I CAN
TAKE TO BE 10% MORE
OF MY AUTHENTIC
MYSELF?**



**WOMEN IN
FOOTBALL**

POLL

WHICH STEP WILL YOU FOCUS ON?

- Speak up more
- Set a healthy boundary
- Stop proving my worth
- Honour my values
- Other

(you can select more than one)



**THE FUTURE OF LEADERSHIP IN FOOTBALL WONT BE
DRIVEN BY EGO. IT WILL BE DRIVEN BY PEOPLE WHO ARE
WILLING TO LOOK AT THEMSELVES FIRST.**

**BECAUSE THE MOMENT YOU STOP PERFORMING...
IS THE MOMENT YOU START LEADING AUTHENTICALLY.**

Nisha Vyas – Personal & Professional Coaching