

Understanding what's motivating

Motivations are the attitudes and factors that drive an individual to take part. The need to do sport and exercise is recognised and understood by many, but often framed negatively.

There are other more positive forces to encourage and inspire women. Delivering on these is what will make sport and exercise appealing and keep women coming back.

The dynamic of how these positive forces operate changes as women become more active and get 'into' sport.

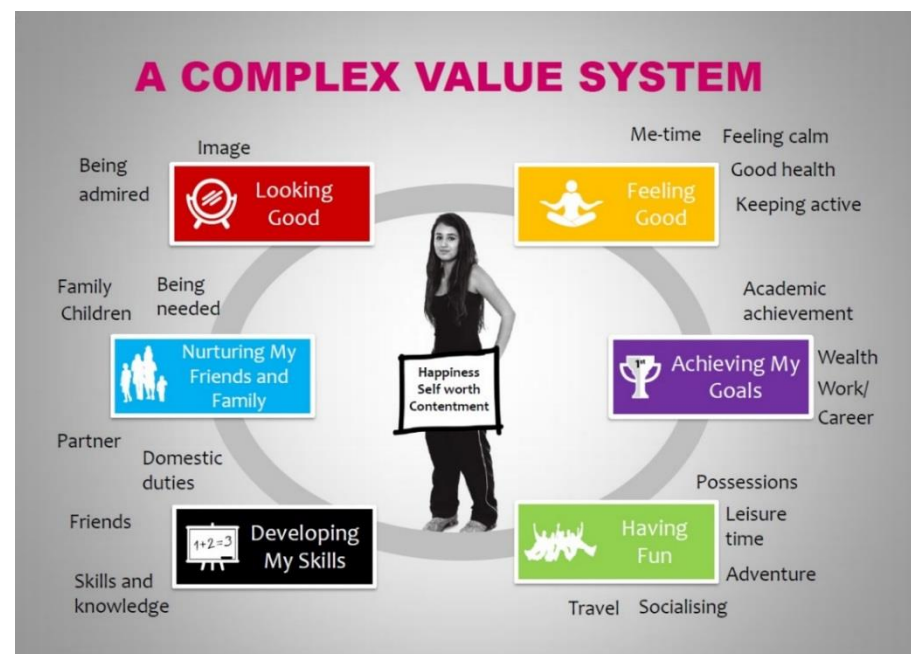
- For many women and girls, motivation can be found in the support they get, the social experience and seeing progression towards a goal.
- Active women often find that exercise brings its own inherent rewards: the motivations that keep women exercising are often different to those which caused them to start.

Go to section 5 of '[Go where women are](#)' to discover what you can do, say and help women feel when addressing barriers



Sport rarely appeals to women's core values or reflects what is important to them.

To have wider appeal it needs to align to women's values.



Women in Sport's research has identified six core values which determine how women prioritise and make decisions on how to spend their time day to day. The importance of each will vary for different women, at different times of their lives.