



Women at the Wheel Round-up

The Future...

At our event in March, we talked about the fact that for more than 100 years, both the vehicle and the automotive business model has remained generally unchanged. Yet today we are witnessing major trends that, even looked at individually, could be highly disruptive to all aspects of our industry. It can be hard to keep up – so find below a few of the interesting highlights and reports out there to keep up to speed.

- **Autonomous Vehicles:** UK consumers are now more positive about the safety of self-driving vehicles compared to 12 months ago as the proportion of those concerned about safety has dropped significantly from 73 to 49%.
- **Business Model:** By 2035, the main revenue and profit drivers will shift from traditional sales, after-sales, and financial services to holistic, intermodal mobility solutions.²
- **Suppliers:** Powertrain suppliers continue to see their margins under pressure due to intensified competition and the cost of innovation.³

- **Electrified vehicles:** 73% of UK consumers still favour either a gasoline or diesel engine. Only 27% would choose alternative powertrain technologies. The reasons behind this vary from escalating operating costs to a lack of charging infrastructure.¹

¹ Deloitte: 2018 UK Automotive Consumer Study

² Oliver Wyman: Study on Automotive Sales of the Future

³ Roland Berger: Global Automotive Supplier Study 2018

For readers who have been forwarded this – welcome! Our network aims to identify and celebrate the success of women in automotive by sharing and encouraging ways to further develop careers and inspire new thinking through networking, coaching and discussion. Please [click here to opt in](#) to receiving this monthly newsletter.

Learning from experience



We don't have an interview this month – but don't worry, many more to come with experience from Caterpillar and BMW in final reviews.

We thought we'd take a moment to help everyone get ahead for their summer reading lists – with some recommendations from the team below!



(Forget a Mentor) Find a Sponsor

by Sylvia Ann Hewlett

"I won't say everything in this book is spot on – but it makes some very impactful points. I took a good hard look at the landscape of my professional relationships and how to better develop them" -

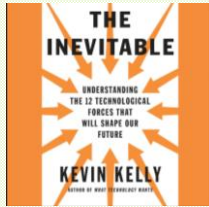
Sarah

Damsels in Design: Women Pioneers in the Automotive Industry, 1939-1959

by Constance Smith

"I admit, this is a very niche book! Constance profiles the careers of 20 female designers in the automotive industry during the 1940s and 1950s. These women mostly worked on vehicle interiors at the time but also moved into safety and contributed to ergonomic improvements. Inspiring for those of us in the industry now." - Saskia





The Inevitable
by Kevin Kelly

"The automotive industry is changing in ways, and at a pace, that it hasn't ever had to deal with before and trying to stay on top of these developments can seem overwhelming even for someone in it. While not specifically auto

related, this book breaks down 12 global technology forces shaping the world around us and examines each in a thought provoking and stimulating way – a big help when you're trying to imagine things like what cars of the future might look like or how they'll be used, and ensure your skills and knowledge move with the times!" - Genevieve

Break-time



How Women Can Develop — and Promote — Their Personal Brand

"When your true talents are understood, it's far more likely you'll be tapped for relevant and interesting assignments — and it helps you stand out in a field of competitors."

<https://hbr.org/2018/03/how-women-can-develop-and-promote-their-personal-brand>

Why Don't More Women Negotiate?

"Women negotiated less than their male counterparts. Sixty-eight percent of women accepted the salary they were offered and did not negotiate, a 16-percentage point difference when compared to men (52%)."

<https://www.forbes.com/sites/forbescoachescouncil/2017/07/13/why-dont-more-women-negotiate/#49240c8ee769>

Industry Insights



AR Is Creating Market Value For Automotive Industry

<https://www.vrfocus.com/2018/04/new-report-says-ar-is-creating-market-value-for-automotive-industry/>



We're still finalizing our next formal Women at the Wheel event – but promise we'll have details soon! (think heavy machinery, negotiations skills, and personal branding – just to name a few!)

Until then – some other ideas to network and get out of the office*!

FT Future of the Car Summit taking place in London on **May 15-16th, 2018**

The fourth annual summit will address the hottest issues through in-depth panel discussion with speakers from across the industry to find out what's really going on in one of the world's fastest-moving industries.

Women at the Wheel readers have been offered a **special 30% discount** to attend! Registration link [HERE](#) with the discount marketing code WOMENWHEEL30

Women & Diversity in Manufacturing Summit taking place in Liverpool on **June 21st, 2018**

The Summit brings together role models, mentors, recruiters and board-level leaders from across the UK manufacturing landscape - we unpack their stories, share their journeys and focus on the path forward. The interactive conference format sits delegates alongside speakers in a series of small group conversations, creating a relaxed environment for discussion and enabling everyone to lean in and be a part of the industry's most important conversation.

Learn more here! <https://www.women-manufacturing.uk/>

Momentum's Task Orientated® Negotiation (TON) Course, a fantastic training and development opportunity...

Women at the Wheel readers have been offered a special discount to attend from 17 – 20th July, 2018 in Windsor.

This course is for you if you want to be able to:

1. Maintain clear thinking whilst under pressure from others
2. Gain stakeholder buy-in to intelligent business decisions
3. Turn conflict into productive delivery conversations
4. Develop a culture of collaboration both with internal stakeholders and with clients

Task Orientation® shows that all business conversations have common underlying patterns. During the TON training you learn to read these patterns and develop the skills required to think clearly and act in the most intelligent way in all situations at work.

Quotes from past attendees:

“Attending the TON course was a revelation and gave me a whole new perspective on how to approach both every day and difficult situations, whether at work or at home; I wish I had experienced it earlier in my 30+ year career” - Judith Packer, CEng MIMechE, Engineering Director and Project Manager, formerly at WSP – Engineering Consultancy

“Task Orientated® Negotiation has brought a new level of clarity to my thinking, decision-making and communication. Attending the course increased my personal impact and enabled me to make a bigger contribution to the business. My work is delivered in less time, to a higher standard and with less stress. Working with colleagues in a Task-Orientated way has allowed for a more collaborative culture too. If you're interested in becoming a high performer or developing a high performing team, this course is a must.” – Poonam Sakarsudha, Customer Experience Manager, Legal & General

Exclusive Women at the Wheel rate: £1250 (plus VAT)

To find out more or to reserve your place email Momentum's Business Manager Ami McQuarrie on ami.mcquarrie@momentumgb.com

**All bookings are your responsibility, these organisations are not in partnership with Women at the Wheel or Deloitte.*

We would love to hear from you – please contact us via any of the paths below and please feel free to forward this email to any colleagues.



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