



Women at the Wheel Round-up

Driving confidence, and dump trucks!

We've had a great month of networking to end out 2018 – from getting together at our Birmingham office for a targeted coaching session on delivering peak performance under pressure, to wearing high-vis jackets and experiencing the operation of 4-wheeled Caterpillar products first-hand!

In October, we were fortunate to have Sally Fisher (founder of Ah-Ha! Limited) join us in Birmingham for the evening to discuss how we can develop our confidence and ability to consistently deliver peak performance when under pressure. Combining some really practical advice and a small group willing to share their own personal challenges, our team has already found various situations to put our learning to good use.

Then for something completely different we were able to roll up our sleeves for the Caterpillar

machine challenge at their Construction Projects site in Leicestershire – photographic evidence and round-up [shared below!](#)

As we approach the end of the year we're already hard at work building out a great calendar of Women at the Wheel activities for 2019. Please do get in touch and register your interest.

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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 keep receiving this monthly newsletter.

## Caterpillar visit



On Tuesday 13 November, over 25 members of our WatW community travelled to the Caterpillar plant in Leicester for an afternoon of networking and activities. The first venture by Caterpillar outside the US, this particular 'CAT' facility has been dedicated to the assembly of small construction machines typically used on building and construction sites since 1952.



The visitor centre proved an ideal location to catch up and meet new people at lunch, looking out over the yard at the machines we would soon be let loose on. Thanks to the patience, enthusiasm and good nature of the team teaching us, it is fair to say that many of us were living our best lives driving the 10 tonne articulated dump truck around (although maybe not quitting our day jobs just yet)! It also proved an interesting, yet unexpected, opportunity to appreciate

how delicate some of the machines could be, including the backhoe loader - a small machine that moves over 3 tonnes whilst being impressively precise!



Followed by a session with Rob Walker, Anna Fracisz and Ann Brown from CAT on their career journeys, we heard three engaging presentations sharing three very different career paths, and yet the key learnings about leadership were the same; invest time in building positive relationships and always be true to who you are. No excuses.

They were then joined by three more CAT leaders, Caroline Burstall, Lia Young and Sue Wheddon, and the room discussed encouraging STEM subjects, inspiring our children and each other, and lessons learnt making difficult career choices. With the latter, the learning was quite clear; even if your path goes in a different direction than you thought it might, remember that progress has still been made.

Thanks to Caroline Nathan and the team at Caterpillar for hosting a fantastic day. We will never look at a building site in quite the same way again!

## Coffee Break



### **How to engage men in women's leadership issues**

While businesses around the world are working to increase diversity and promote gender equity, there is still significant room for improvement.

<https://www.forbes.com/sites/sap/2018/10/16/how-to-engage-men-in-womens-leadership-issues/#1713615a5b01>

### **UK companies rebuked over lack of senior women appointments**

Hampton-Alexander review found number of female CEOs fell from 15 to 12.

<https://www.ft.com/content/9141e7ce-e664-11e8-8a85-04b8afea6ea3>

## Industry Insights



**Women Get Feet in the Door of the Car Design Boys' Club** Driven less by the national push to get more girls into STEM fields, than it is by a fact of commerce: the auto industry's growing share of female buyers.

<https://www.nytimes.com/2018/10/18/business/women-automotive-design-cars.html>

## G&D's Corner

What does a furniture maker know about cars?

Ford C.E.O. Jim Hackett explains his big plans to turn a century-old automaker into a technology focused company, covering everything from the challenge of Tesla, increasing connectivity, and the future of mobility.



[Click here](#) to listen!

## Events



### Watt on earth?!

Join us for our first event of 2019!

No need to book a train or worry about your already booked up January schedule, simply get a cup of coffee, find a quiet corner and dial into our bite sized **webinar**.

This time round, we'll be **demystifying the world of EVs** (that's electric vehicles by the way). If you've ever been baffled by terms like BEV, PHEV or FCEV, heard colleagues muttering about native platforms, or wondered how chickens and eggs are relevant to battery powered cars, this is the webinar for you.

Details are below, and we'll share more closer to the time. And don't wait until the day to submit your questions! If there is anything particular you'd like to hear about, please drop us a line and we'll be sure to include it.

**Date:** Friday 25th January 2018

**Time:** 12.30-13.00

**Venue:** Online – join from the comfort of your desk!

**Cost:** All our events are free of charge

**Audience:** Future leaders of the auto industry – male and female! All are welcome

Please [register](#) your interest today and to hear more details as they are available!

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