



Interesting Reading
Women at the Wheel – August 2018

August 2018

Author:	Business Insider
Title:	Google tackling unconscious bias!
Link:	https://amp.businessinsider.com/google-unconscious-bias-training-presentation-2015-12

Author:	Independent
Title:	A new luxury way to commute?
Link:	https://www.independent.co.uk/life-style/motoring/aston-martin-plane-cranfield-university-luxury-transport-flying-car-a8472461.html

Author:	AutoCar
Title:	Never worry about losing your car keys again!
Link:	https://www.autocar.co.uk/car-news/new-cars/major-manufacturers-reveal-plans-make-car-keys-obsolete

June/July 2018

Author:	Harvard Business Review
Title:	Why don't more men stand up for gender equality?
Link:	https://hbr.org/2017/10/lots-of-men-are-gender-equality-allies-in-private-why-not-in-public?referral=03759&cm_vc=rr_item_page.bottom

Author:	BBC
Title:	Half of young people in the UK would like to own an electric car
Link:	www.bbc.com/news/science-environment-44798135

Author:	AutoCar
Title:	Great British Women in Automotive
Link:	https://www.autocar.co.uk/greatbritishwomen/2018

Author:	BBC
Title:	Why do some job adverts put women off applying?
Link:	https://www.bbc.com/news/business-44399028

Tip: If you like or re-post any of these articles don't forget to use #WomenattheWheelUK

March/April 2018

Author:	Harvard Business Review
Title:	How Women Can Develop — and Promote — Their Personal Brand
Link:	https://hbr.org/2018/03/how-women-can-develop-and-promote-their-personal-brand

Author:	Forbes
Title:	Why Don't More Women Negotiate?
Link:	https://www.forbes.com/sites/forbescoachescouncil/2017/07/13/why-dont-more-women-negotiate/#54f901e7e769

Author:	Harvard Business Review
Title:	When Faced with Conflict, Try an Introspective Approach
Link:	https://hbr.org/2017/11/when-faced-with-conflict-try-an-introspective-approach

Author:	International Women's Day
Title:	#PressforProgress
Link:	https://www.internationalwomensday.com/Theme

January & February 2018

Author:	Forbes
Title:	Female leaders wear black for a reason
Link:	http://www.forbes.com/sites/sallypercy/2018/01/07/female-leaders-wear-black-for-a-reason/

Author:	Ted Talks – Amy Cuddy
Title:	Power Posing
Link:	https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Author:	Forbes
Title:	Great Leadership Starts with Self Awareness
Link:	https://www-forbes-com.cdn.ampproject.org/c/s/www.forbes.com/sites/ellevate/2018/02/15/self-awareness-being-more-of-what-makes-you-great/amp/

Author:	BBC
Title:	Car industry: Who's the biggest of them all?
Link:	http://www.bbc.co.uk/news/business-43028005

November 2017

Author:	Forbes
Title:	Expert Advice For Powerful Communication In Leadership
Link:	https://www.forbes.com/sites/forbescoachescouncil/2017/11/09/expert-advice-for-powerful-communication-in-leadership/#60ae30126471

Author:	Wired
Title:	Who's ready to put their kid of a self-driving school bus
Link:	https://www.wired.com/story/self-driving-school-bus/

Author:	Wired
Title:	Dyson to make cars (will they vacuum clean our streets too?)
Link:	https://www.wired.com/story/dyson-electric-car/

October 2017

Author:	BBC News
Title:	Is 'confidence gap' holding women back?
Link:	http://www.bbc.co.uk/news/world-41444682

Author:	Wards Auto
Title:	The positive impact of predictive analytics
Link:	http://wardsauto.com/retail/how-predictive-analytics-drive-sales

Author:	Consumer Reports
Title:	Future of Retail
Link:	https://www.consumerreports.org/buying-a-car/automakers-make-it-easier-to-buy-car-without-visiting-a-dealership/

September 2017

Author:	BCG.com
Title:	Getting the most from your diversity dollars?
Link:	https://www.bcg.com/en-gb/publications/2017/people-organization-behavior-culture-getting-the-most-from-diversity-dollars.aspx

August 2017

Author:	David Sproul (Deloitte)
Title:	Jobs for the boys. Or girls?
Link:	https://www.linkedin.com/pulse/jobs-boys-girls-david-sproul

Author:	BBC News
Title:	Will you need a driving licence in the age of self-driving cars?
Link:	http://www.bbc.co.uk/news/technology-40570592

Author:	E&T
Title:	Recruiters turn to games to discover untapped engineering potential
Link:	https://eandt.theiet.org/content/articles/2017/07/recruiters-turn-to-games-to-discover-untapped-engineering-potential/

July 2017

Author:	LinkedIn
Title:	Uber was not the worst offender in the tech industry; it was just the one that got caught
Link:	https://www.linkedin.com/pulse/uber-worst-offender-tech-industry-just-one-got-caught-vivek-wadhwa

June 2017

Author:	Automotive News
Title:	To women of the auto industry: Be yourself
Link:	http://www.autonews.com/article/20170306/OEM02/303069994/to-women-of-the-auto-industry%3A-be-yourself

Author:	Forbes
Title:	How To Identify And Banish Power Differentials To Advance More Women To Leadership Roles'
Link:	https://www.forbes.com/sites/forbescoachescouncil/2017/06/23/how-to-identify-and-banish-power-differentials-to-advance-more-women-to-leadership-roles/#5bbb7651141d

Author:	Harvard Business Review
Title:	Having the Here's-What-I-Want Conversation With Your Boss
Link:	https://hbr.org/2015/11/having-the-heres-what-i-want-conversation-with-your-boss

Author:	BBC News
Title:	How I could have stolen my old car using my smartphone
Link:	http://www.bbc.co.uk/news/business-40324983

Author:	Boeing
Title:	Women Make Us Better campaign video
Link:	http://www.boeing.com/careers/organizations/women-make-us-better/



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