

Automotive 30% Club Conference

Virtual Conference - 3rd February 2021 - Day 1 Highlights

Session: Building a Winning Gender Balanced Business - Now Is the Time to Change the Game

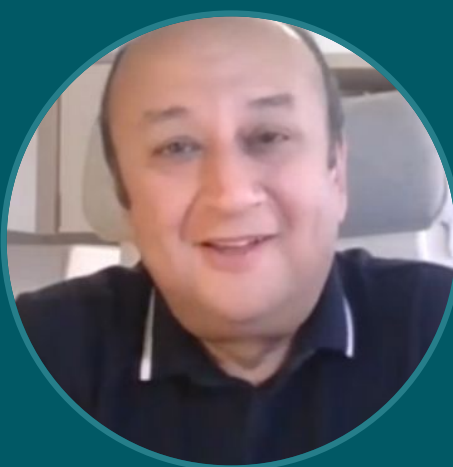
Our Automotive 30% Club 'Change The Game' virtual conference began this morning with our Club Patrons participating in a panel discussion.

Julia Muir, Founder of the Automotive 30% Club hosted the session with Catherine Faiers, COO of Auto Trader UK, Daksh Gupta, CEO of Marshall Motor Group and Kristian Elvefors, Managing Director at Volvo Car UK.



Catherine Faiers, COO of
Auto Trader UK

"At Autotrader I am fortunate enough to work where women make up 50% of the board and the this has a positive impact on how we perform. Businesses that don't get a gender balance will get left behind."



Daksh Gupta, CEO of
Marshall Motor Holding Plc

"Take your time. Have a sustainable long term strategy. It's been phenomenal having us all come together and share ideas. I come away feeling inspired and energised."



Kristian Elvefors, MD of
Volvo Car UK

"You are never finished, there is always the evolution of the team. We need to embrace the change, transform and embrace the future."

To view the Day 2 conference agenda, please follow this [link](#).

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Session: Building an Inclusive Business

Jessica Geutner of our conference sponsor Salesforce was in conversation with Diversity and Inclusion expert John Amaechi OBE.



Jessica Geutner
VP Strategic Customers, Office of
the Chairman of the Advisory
Board, Salesforce



John Amaechi
CEO APS Ltd

“Real impediments add up. In the workplace a thousand tiny things happen that nobody says anything about. Once it’s too big then people decide they need to do something about it. This is what we do.

Identify ‘bad apples’ who inevitably infect everything else within an organisation with their ‘rot’.

Demand that your colleagues and leaders stand up for the good intentions that your organisation has.”

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Session: Executive Discussion - Game Changing Leadership

This thought provoking third session of the day, hosted by Julia Muir, Founder of the Automotive 30% Club and CEO of Gaia Innovation Ltd allowed us to hear from leading figures within the automotive industry, as they discussing Game Changing Leadership



Robert Forrester
CEO Vertu Motors Plc

“In Aftersales we have seen a step change in the business because we have taken them on a development. We need to unleash the talent. There isn't a shortage of talent in our industry. There is a shortage of talent that thinks it is talent.”



Angela Shepherd
CEO Mercedes Benz Retail Group

“What has become clear to us is that communication is critical, but that this isn't the only topic, we need to look at every area of diversity. We are using this conference as a really good starting point and foundation. Joining the club and the conference is a brilliant way of getting it out there. “



Nathan Coe
CEO Auto Trader UK

“It's as much about the battle of exclusion as inclusion. Balanced teams do make better decisions. You get better engagement, better cultures and talent appears where you may not have otherwise found it. Let's not limit the pool.”

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Alex Smith
MD Volkswagen Group UK

“Work hard on maintaining a speak up culture. Listen and act on feedback. Never accept excuses for bad behaviour - look in the mirror and come back better.”



James Brearley
CEO Inchcape UK

“Where you represent the community you operate in, you are more successful. Like anything in life if you want to change anything you have to focus on it.”



Julia Muir
Founder of the Automotive 30% Club
CEO Gaia Innovation Ltd

“Game changing leaders maintain focus on company values, they steer an uncompromising route.”

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Automotive 30% Club Conference

Virtual Conference - 3rd and 4th February 2021

Change the Game - The Book



Change the Game: The Leader's Route Map to Building a Winning Gender Balanced Business

by Julia Muir is launched in all good bookstores on March 8th, but is available now from the author at a special conference discount.

It features case studies from many of the automotive companies featured in the conference.

Order today for only £11.99 plus postage and packaging. [Link here.](#)

About

Many business leaders are facing a critical need to transform the skills and working practices in their company. This book gives them everything they need to know about how to find, attract, promote and importantly retain highly skilled diverse women as the best solution. They know it needs to be done, but don't know how to do it or how to convince their teams it is beneficial and necessary.

In the form of a pragmatic and easy to use step-by-step guide, the book gives the reader confidence to start building a gender-balanced business straight away during this time of uncertainty. Case studies of best practice in relatable companies give workable solutions devised and implemented by the peers they respect.

The reader completes a journey that reveals the action they are taking for business success will also leave a positive lasting legacy and help to shape society, and is also a potential path to their own self-actualisation. Levelling the playing field between the sexes and inspiring future generations will give them a purpose and meaning in life that is a step beyond their financial success.

The book provides an easy to follow 6-step guide and a compelling 5-minute pitch to cascade and inspire the team to take action

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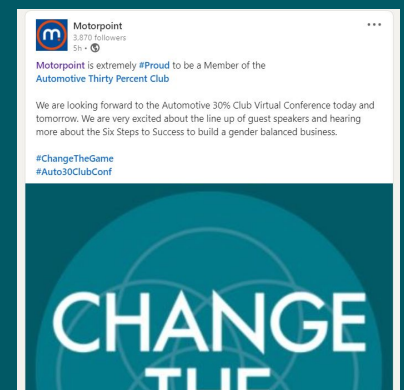
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Social Media Activity

Thank you to all attendees for being so interactive on social media throughout Day 1 of the Automotive 30% Club 'Change The Game' virtual conference. We hope to show the outside world that the automotive sector is serious about gender-balance.

Below is a snippet of just some of the wonderful content we've been tagged in using #Auto30ClubConf throughout the day! We'd be delighted if you could join in again during Day 2, by using this hashtag and get involved on Twitter and LinkedIn!



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