

Automotive 30% Club Conference

Virtual Conference - 4th February 2021 - Day 2 Highlights

Session: Values Create Value - the Importance of Inclusion

Day Two of our Automotive 30% Club 'Change The Game' virtual conference began with Dr Astrid Fontaine of Bentley Motors and Molly Q. Ford of Salesforce. They discussed why building an inclusive, successful gender-balanced business is a strategic imperative, and that having inclusion, diversity and equality as company values create the culture necessary to achieve superior business performance and improved stakeholder value.



Dr Astrid Fontaine
Member of the Board - People, Digitisation
& IT
Bentley Motors



Molly Q. Ford
Vice President, Global Equality Programs
Salesforce

“Our products and services need to be designed around females’ needs and their expectations and who better than a female designer or a female engineer to hit that mark on what the customer is looking for?”

“As women and as leaders we have a responsibility to leave the door open behind us.”

“Allies ask, listen, show up and speak up!”

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Session: The Six Steps to Success

Julia Muir detailed the Six Steps to Success in building a gender-balanced business:

1. Know your data - be accountable for progress
2. Reach out to new talent pools - find new sources of skills
3. Recalibrate for inclusion - design for productivity not presentism
4. Welcome in the women - recruit equitable
5. Pull women through the pipeline - promote proportionately
6. Hold on to your investment - maintain the balance



Julia Muir

Founder of the Automotive 30% Club
CEO Gaia Innovation Ltd

“Give women the credit and recognition they deserve to make them want to stay in your business. Diverse women are a valuable resource, without them you cannot achieve a gender-balanced diverse business and you will lose out on the profit gains it brings.”

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Masterclass 1: Know your Data and Reach Out to New Talent Pools

This thought provoking Masterclass featured Julia Muir talking about the first two Steps to Success, and Sarah Cox and Stuart Miles shared their strategies to reach out to new talent pools and also told us how they use their data to track their progress.



Sarah Cox
Head of Marketing
Volkswagen UK

“Our informal flexible working approach has seen an increase in applications to more senior roles recently. The Covid-19 factor has proven even more so how successful flexible working can be at all levels across the business.”



Stuart Miles
MD UK & I
CDK Global

“What we have learnt is that we need to use more positive and inclusive language. That sounds pretty basic but go back and read your job specs now and you will see what I mean by that!”

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Masterclass 2: Recalibrating and Recruiting for Inclusion

In Masterclass 2 Julia Muir set the context by outlining the 3rd and 4th Steps to Success, and Sarah Noble of Deloitte Consulting and Clare Wright of Jardine Motors Group spoke about the importance of recalibrating and recruiting for inclusion. Clare outlined the actions taken by Jardine Motors Group to change established norms and working practices, in order to be inclusive and Sarah outlined the key findings from the Women at the Wheel 'Women in the Automotive Industry' study.



Sarah Noble
Director
Deloitte Consulting

“Choose to challenge. The reality of change is hard, choosing to set an example and be that advocate and speak up is really hard, but we all need to do that. We all need to be the example we want to see happening from others.”



Clare Wright
HR Director
Jardine Motors Group

“It has to start with culture. If the culture isn't there and the senior managers are just nodding their heads and saying 'we have to do this because it's the right thing to do', then no one is going to win.”

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Masterclass 3: Promoting and Retaining Women

In Masterclass 3 Julia Muir set the context by outlining the 5th and 6th Steps to Success, and Fiona Daniel of FD2i, Rebecca Clark of Auto Trader Group UK and Paul Cooper of Toyota GB Plc spoke about the importance of promoting and retaining women. Fiona advised how we can promote and retain women, with a particular focus eradicating the blockers that are stopping this from happening. Paula said that the focus of Toyota GB Plc is to provide the right environment for everyone to succeed, and Rebecca spoke about how Auto Trader takes promoting and retaining women very seriously and that people being their true selves is at the heart of their culture.



Fiona Daniel
CEO & Founder
FD2I

“CEOs and MDs need to show a visible and verbal commitment that anchors action in promoting and retaining women. They need to show that it matters to the business and explicitly to them.”



Rebecca Clark
Sales Director
Auto Trader Group UK

“At Auto Trader we are very excited that we have just launched a Diverse Talent Accelerator Programme to support mid-career colleagues to help them progress their careers within the business. We are delighted that 70% of the participants are women.”



Paula Cooper
Director, ConsumerOne
Toyota GB Plc

“What I find encouraging is what I feel and experience in terms of a clearly evolving mindset and culture within Toyota GB (which is allowing people to be their true selves and to be the best that they can be.)”

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Session: How Do We Start to Change the Game? Panel Q&A

In this Q&A session the panel guests answered questions submitted by delegates throughout the conference.



Paula Cooper
Director, ConsumerOne
Toyota GB Plc

Q: Is it the role of OEMs to encourage retailers in their Retailer Network to Change the Game?

“We have to do a good job in engaging with our network. Some are already on the journey. As a business case it’s the smart thing to do, not only the right thing to do.”



Kristian Elvefors
Managing Director
Volvo Car UK

Q: What role can organisations play to help women achieve equality across their whole lives?

“Take the model of flexible working which is happening now back to the business after the pandemic is over. Sharing parental care and financial balance. We need to look into building new ways of flexible working too - different working hours/shifts to allow for homeschooling. Remodelling the physical office environment to accommodate flexibility by open planning/teams for all meetings etc. This will also be a success factor for recruitment.”



Rebecca Clark
Sales Director
Auto Trader UK

Q: Are your internal employee surveys broken down into identifiable groups beyond gender?

“Yes. At Auto Trader we have a people hub that gathers data on disability, gender, sexual orientation etc. We do an annual survey and help inform employees of decisions based on the survey findings. It’s very important to have that level of visibility but it’s what we do with it that counts.”

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Session: How Do We Start to Change the Game? Panel Q&A



Clare Wright
HR Director
Jardine Motors Group

Q: What role can organisations play to help women achieve equality across their whole lives?

“Organisations need to truly listen to the issues that women face and come up with solutions that help their work/life balance. It is no longer acceptable not to do this.”



Stuart Miles
MD UK & I
CDK Global

Q: Do you think that enough automotive leaders understand the business case for diversity and inclusion?

“No, that’s why we are here. In terms of statistics, the cash flows per employee of diverse companies are 2.3 times higher than those with monolithic staff. Diverse companies are 70% more likely to capture new markets than companies who do not recruit and employ underrepresented groups.”



Sarah Cox
Head Of Marketing
Volkswagen UK

Q: Do you think that your appointment to a senior role has made a positive difference to women in your business?

“Yes. What’s really important is that people don’t have barriers right at the beginning of their careers. You can have a really diverse career or not, that’s the story I want to tell and to step up to being that role model by showing my personal story.”



Fiona Daniel
CEO & Founder
FD2I

Q: What would you say to people who accuse inclusive leaders who jump on the bandwagon for PR?

“How can you say this if they are actually doing and ensuring that we are reaching as wide a pool as possible. If it was just lip service then that's performative but they are moving towards those outcomes when they are leaning into inclusive behaviours.”

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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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Automotive 30% Club Conference

Virtual Conference - 3rd and 4th February 2021

Social Media Activity

Thank you to all delegates who remained very interactive on social media throughout Day 2 of the Automotive 30% Club 'Change The Game' virtual conference. We hope that throughout this conference period we have shown the outside world that the automotive sector is serious about gender-balance, and we hope to continue this impact.

Below is a snippet of some of the great content we've been tagged in using #Auto30ClubConf throughout the day!

Sarah Cox • 1st
Head of Marketing at Volkswagen Passenger Cars
15h • 🌐

I really enjoyed taking part in the **Automotive Thirty Percent Club** Conference the past two days, in particular the masterclass with Stuart Miles. Thank you **Julia Muir** for the opportunity. Great event, really inspirational.

The industry has come a long way from when I first applied to join a manufacturers graduate scheme 20 (ish) years ago, but there is still plenty more to do to progress gender equality.

Networks and conferences like today play an important role in helping us all Change the Game.

[#volkswagengroupuk](#) [#automotiveindustry](#) [#changethegame](#)
[#diversityandinclusion](#)

Six Steps to Success and Masterclass 1 - Know your Data and Reach Out to New Talent Pools
Thursday, 4 February, 10:00 - 10:55

Automotive 30% Club Conference

Katie Williams • 1st
HR Programme Manager at Marshall Motor Holdings
28m • 🌐

Thank you **Molly Q. Ford** and **Astrid Fontaine, PhD** for your fantastic and insightful session on the importance of inclusion at the **Automotive Thirty Percent Club** Change the Game event.

[#automotivethirtypercentclub](#) [#auto30clubconf](#)

Values Create Value
Thursday, February 4, 9:30 AM - 9:55 AM

Automotive 30% Club Conference

Leigh Lafever-Ayer
@LALAU

[#Intersectionality](#) of women is so important to [#inclusion](#) of talent and leadership. [@Auto30Club](#) [#ChangeTheGame](#) [#Auto30ClubConf](#)

Daksh Gupta @MarshallMotorGp - 5h

Really proud to be a patron for [@Auto30Club](#) and have participated in their conference yesterday. Hope day 2 goes as well as yesterday did, I came away with 3 new ideas! [#Auto30ClubConf](#) [#changethegame](#) [@JuliaHMuir](#)

Automotive 30% Club

Jessica Geutner • 1st
Vice President Strategic Customers Salesforce - Office of the Chairman of the A...
9h • 🌐

Thanks **Automotive Thirty Percent Club** and **John Amaechi OBE** for having me yesterday. **John** your inspirational and practical tips on [#Diversity](#) and [#Inclusion](#) where eye opening and I am reflecting on the said. We all can do our bit and contribute. I love your quote „stay curious and polite, never stop“.

Automotive 30% Club

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Speakers
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Building an Inclusive Business
Wednesday, 3 February, 11:00 - 11:50

Automotive 30% Club Conference

Jim Holder @Jim_Holder - 4 Feb

Day two beckons of the [#Auto30ClubConf](#) - and another amazing line-up of speakers. Great that [@autocar](#) and [@whatcar](#) are part of this initiative for change.

Automotive 30% Club @Auto30Club - 4 Feb

As Day 2 of our [@Auto30Club](#) 'Change the Game' virtual conference rapidly approaches, we want to share some of the highlight quotes taken from Day 1.

Let us know in the comments below what you've found most valuable from the sessions so far! [#Auto30ClubConf](#)

Show this thread

Automotive 30% Club Conference
Day 1 Highlights
Building a Winning Gender Balanced Business -
Now is the Time to Change the Game

“There is no doubt in my mind that business that don't engage with

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