

## About AutomotiveNEXT

AutomotiveNEXT is an industry group of Inforum, the leading professional organization focused on creating strategic connections and accelerating careers for women throughout Michigan and the Midwest.

AutomotiveNEXT aspires to bring our community, industry executives, and individuals together to optimize the contribution of women in our industry and to make sure our industry gets its fair share of today's and tomorrow's talent.

We will achieve our vision through:

1. Promoting a positive image and reality of our industry and community through utilizing the collective talents of our membership.
2. Optimizing the value that women create in our industry by leveraging Inforum's strengths in development and strategic connections.
3. Offering a supportive environment for women in all levels of their careers and a perspective on the diversity of opportunities.



## Connect with Inforum and AutomotiveNEXT

[www.inforummichigan.org/automotivenext](http://www.inforummichigan.org/automotivenext)



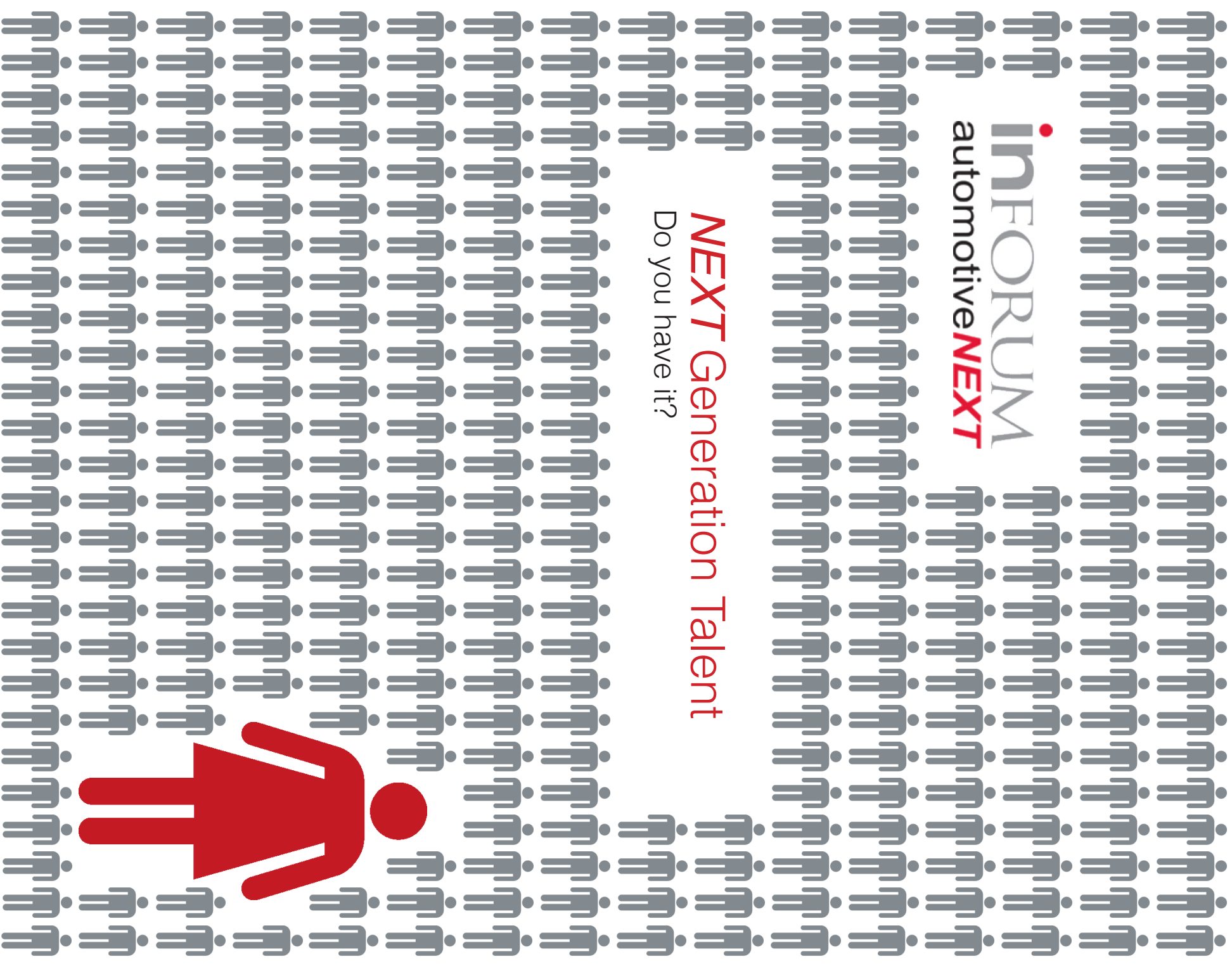
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## Sources:

- U.S. Department of Education
- MichAuto: "Michigan is Auto: Assets of the Motor State"
- McKinsey & Company: "Unlocking the Full Potential of Women at Work"
- Inforum Center for Leadership and Eastern Michigan University: Michigan Women's Leadership Index, 2011
- Deloitte LLP U.S. National Science Foundation
- Credit Suisse: "Gender Diversity and Corporate Performance"



**NEXT** Generation Talent  
Do you have it?

# Women in Automotive: The *NEXT* Generation Talent

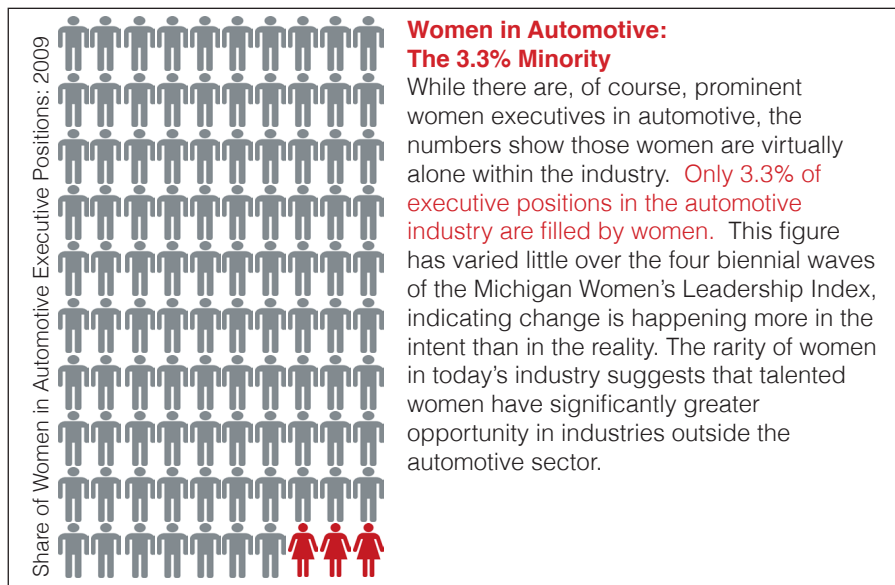
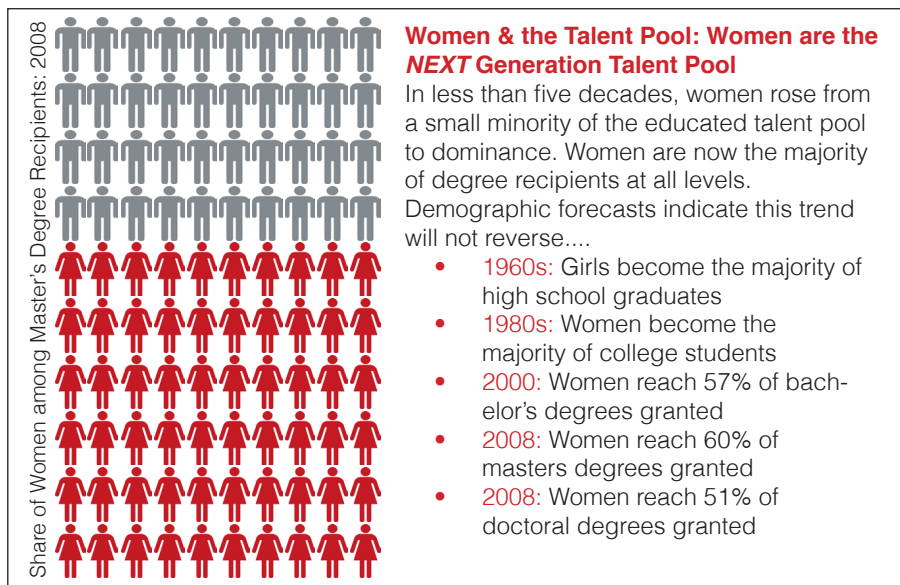
The automotive industry's case for developing, retaining, and advancing women continues to get better. Leaders are making gender diversity a priority because they see the prize: a talent advantage that's hard to replicate. But still, few companies are winning that prize. Top leadership ranks remain male dominated.

There is good news: numerous companies are bucking the trend and women are advancing. Many organizations are closer to unlocking the full potential of women at work than the aggregate numbers indicate. A few are well ahead, with senior leaders building a more open, accepting and inspiring leadership culture.

However, the automotive industry cannot afford to turn its back on 60 percent of the talent pool that is comprised of women. Women will continue to have their pick as they see greater opportunities and progressive environments in other industries. Automotive cannot afford an image that is 20 years behind the times. We cannot afford to miss out on the *NEXT* generation of talent.

## The Challenge Continues

Although a shift has begun, the North American automotive industry, as a whole, lags behind other major sectors when it comes to providing opportunities for women to lead and succeed throughout their careers. Whether looking at women as a percentage of corporate board members, key executives, or their representation among top earners, automotive trails significantly behind technology and life sciences, consumer goods, financial services, and other important industries. This gap between automotive and the rest of the business world has persisted despite a major restructuring of the industry and in the face of tremendous change in the consumer marketplace. The industry is reaching a point where difficulties competing for—attracting, retaining, and developing—the pool of talented women can seriously impede its ability to drive success.



## Detroit is the Silicon Valley of the Automotive Industry

Detroit is the world's largest cluster, and the heart, of the automotive industry. With over 375 research and development centers and \$12 billion in vehicle-related R&D spend in Michigan, the Detroit area accounts for nearly 25 percent of the United States' entire motor vehicle industry. To support this massive industry, Michigan has 58 higher education schools and universities with programs focusing in engineering, business, and technical degrees—all perfect matches for the automotive industry.

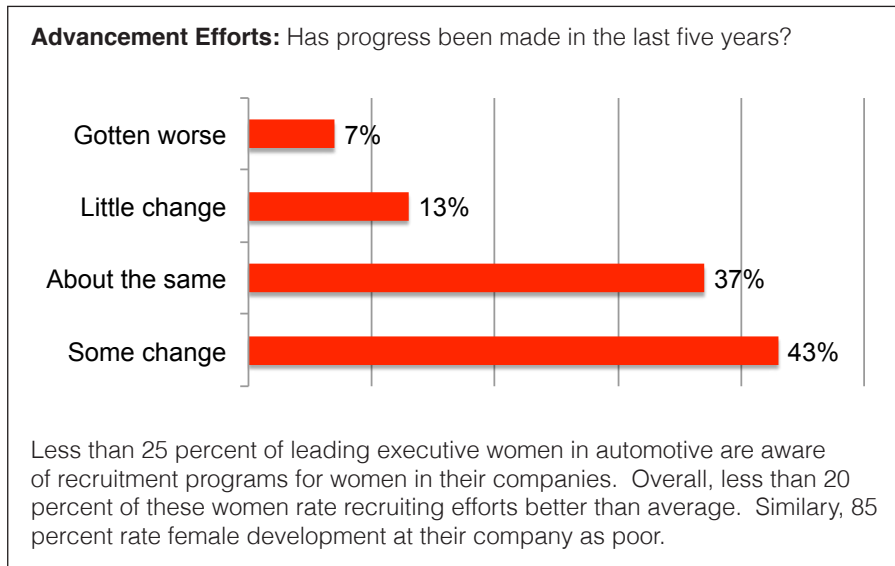
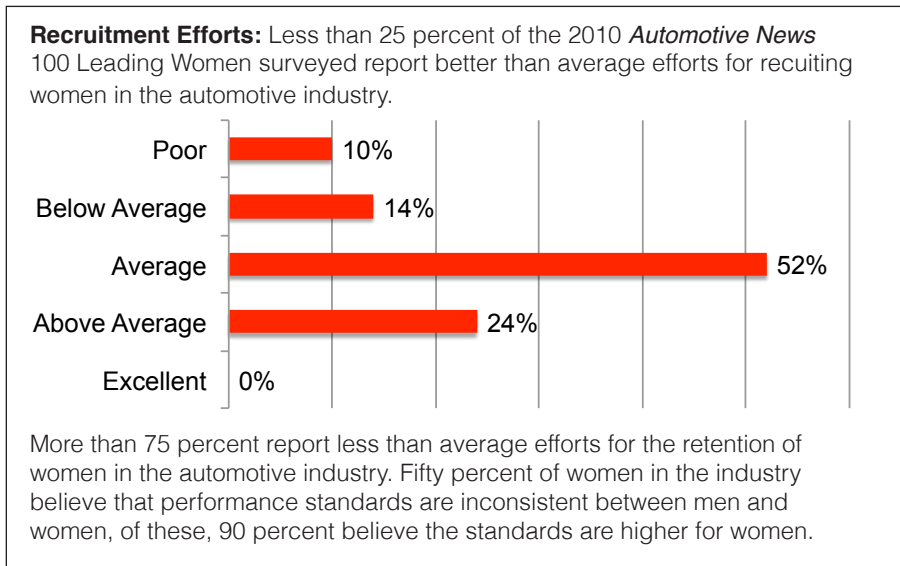
## The *NEXT* Generation: More Disconnect than Ever

Not surprisingly—but critically—the North American automotive industry faces a strong disconnect with a skeptical *NEXT* generation entering the talent pool. In a recent study of students' desired careers, only 1% of respondents named automotive as their first choice.



## Women Hold the Keys to Your Company's Success

By 2014, women's earning power worldwide is expected to overshadow the growth in gross domestic product of China and India—combined. Places where women are promoted outperform less women-friendly workplaces. Diversity of thought thrives in such places, fueling creativity and innovation. Women, men, and their companies benefit as more talent rises to the top. Net income growth for companies with women on the board averaged 14 percent over the past six years compared to 10 percent for those with no female representation. Companies should do what they can to recruit, retain, and advance women.



## The Bottom Line

Meeting tomorrow's business challenges will require new skills and different qualities—and fresh models for finding, developing, and engaging the *NEXT* generation of leadership. Automotive needs women more than women need automotive. Join those in the industry that are already backing this trend. Automotive*NEXT* helps members attract and retain the *NEXT* generation of automotive talent.

Are you prepared?



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