



Nominator's Guide

Introduction

The Automotive 30% Club first launched the Inspiring Automotive Women awards in 2019 and is delighted to bring them back for 2020, kindly sponsored by Jardine Motors Group for the second year running.

The awards are designed to recognise and celebrate the unsung heroes of our industry and are unique in the sector, as any individual can nominate a woman within the Automotive 30% Club member companies irrespective of role or seniority, on the basis that they have personally been inspired by them. Winners, therefore, are likely to be working at all levels and in all areas of the sector.

There will be 31 winners selected by our independent judging panel, one of whom will be named our overall winner for 2020. All winners will receive their awards during a black tie evening dinner on Thursday 14th of January 2021 at the RAC Club in London.



Our Inspiring Automotive Women award winners for 2019, with Automotive 30% Club Founder, Julia Muir.

This document has been designed to guide you through each of the questions being asked to complete your nomination.

Has a woman who works within our member companies personally inspired you?

Yes?

Then let's get started - completion of the nomination form is simple.

The nominator (you!) will be asked to answer a set of **three questions** in no more than 100 words per section.

Please note, nominations which include the following will be **immediately disqualified** and will not go through to the judging phase:

- Nominations which receive the same repeated single statement for two or more questions.
- Not supplying a response to one or more of the questions.
- Not staying within the scope of the question.

The following pages detail each question being asked along with a 'frequently asked questions' section.



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Question 1: She has inspired **me personally** because she has made a valuable contribution to the success of the business she works for.

For this question, please state exactly what she has done that has inspired **you**.

Remember to be as specific as possible, you have 100 words to use so do try and give as many examples as you can!

Examples could include:

- Success in terms of sales or profits
- Employee engagement - committed and dedicated to the business she works for, her efforts make a difference
- Customer satisfaction - provides excellent customer service, goes above and beyond
- Drives positive change and innovation
- A pioneer in the organisation she works for
- Teamwork - has the interest of the team at heart, works for the good of the team
- Loyal service - a loyal employee, has been with the company for a number of years and is dedicated to the business she works for

Question 2: She has inspired **me personally** to progress or develop **my** skills.
OR
She has inspired **me personally** to aim for a better gender balance and **lead** an inclusive culture.

For this question, please state what she has done or what it is about her that has inspired **you** to progress further in **your** career or to develop **your** skills.

OR if you are completing this form as a top executive, please state what she has done or what it is about her that has inspired **you** to aim for a better gender balance and **lead** an inclusive culture.

Remember this question focuses on how she has inspired **you** to better **your** skills. Be as specific as possible, you have 100 words to use so do try and give as many examples as you can!

Examples could include:

- Giving you advice or encouraging you to apply for a higher level position
- Being your mentor or sponsor
- Being a positive role model for you in her job
- Actively helping you to develop your skills
- Encouraged you to take part in a development programme
- Inspiring you to, or supporting you to lead an inclusive culture



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Question 3: She has inspired **me personally** by participating in activities that aim for a greater gender balance in their company, or by encouraging women to join or progress in the industry.

For this question, please state the specific examples of what activities **she has been involved in** that have inspired you.

Examples could include:

- Leading / belonging to a women's / diversity network
- Speaking at events with a focus on aiming for a greater gender balance
- Taking part in the Automotive 30% Club outreach activities or volunteering in schools with the aim of inspiring youngsters to join the automotive sector
- Writing articles / blogs to encourage other women to join the sector
- Taking part in recruitment programmes
- Mentoring / coaching / sponsoring other women

Please remember to keep within the scope of the question and ensure your answers are specific to achieving a greater gender balance.

Frequently asked questions

When do the nominations open and close?

Nominations for the awards open at 9.00 on Friday 6th of March in celebration of International Women's Day and close on Monday 5th October at 17.30.

Can I nominate more than one person?

Yes, please do.

The woman I want to nominate doesn't work within the Automotive 30% Club member companies - can I still nominate her?

Only women who work within the Automotive 30% Club member companies can be nominated. To see a full list of these companies, please click [here](#).

Do the women being nominated have to be from a particular level in the business or can I nominate anyone?

Women nominated can be from across all levels of the business, irrespective of role or seniority. They can be at the start of their career or have worked in the sector for a number of years.

What happens once I have submitted my nomination?

You will receive a notification email to say your entry has been submitted. The person you have nominated WILL NOT be notified.

When will the successful candidates be notified?

Winners along with their CEOs / MDs will be notified (under a strict embargo) by the 23rd of October. Those who are unsuccessful will not be notified individually, nor will the reason be given for an unsuccessful entry.