



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 Tuesday 16th of March 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 the nomination form.

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

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

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

Yes?

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

The nominator (you!) will be asked to give evidence to support the following three traits of an Inspiring Automotive Woman, fully explaining your reasons as to why the woman inspires you in no more than 100 words per section.



Nominator's Guide

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

For this statement, please explain exactly what she has done that has inspired **you**.

Remember to be as specific as possible. We encourage you to list your evidence in a bullet point format - 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
- She adapted swiftly to the impact of the pandemic on the business, maintaining support for the company and proactively solving problems and finding solutions

Statement 2: She has inspired me to progress or develop my skills.

OR

She has inspired me to aim for a better gender balance and lead an inclusive culture.

For this statement, please explain 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 statement focuses on how she has inspired **you** to better **your** skills. Be as specific as possible. We encourage you to list your evidence in a bullet point format - 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



Nominator's Guide

Statement 3: She has inspired me by participating in activities that aim for a greater gender balance, or by encouraging women to join or progress in the industry, and/or by motivating and supporting others during the Covid-19 pandemic.

For this statement please explain the specific examples of what activities **she has been involved in** that have inspired you. We encourage you to list your evidence in a bullet point format - you have 100 words to use so do try and give as many examples as you can.

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
- Inspired others both in the business and the wider community to stay positive and look after their mental and physical health during lockdown
- A supportive figure during lockdown in terms of helping others, bringing teams together, and/or always keeping the momentum going

Please remember to keep within the scope of the questions.

Frequently asked questions

When do the nominations open and close?

Nominations for the awards originally opened at 9.00 on Friday 6th of March in celebration of International Women's Day with a relaunch on Monday 10th of August and will close on Monday 5th of October at midnight.

Can I nominate more than one woman?

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. She can be at the start of her 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 woman 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 30th of October. Those who are unsuccessful will not be notified individually, nor will the reason be given for an unsuccessful entry.