



How to Develop an Effective Top Women to Watch Nomination

To assist you in developing the most effective nomination, the editorial staff at *Redefining the Road* magazine provides helpful, practical tips to maximize the chance that your nominated candidate will be accepted. There are three key components to the nomination process, so make sure you put in the work and strategic thinking to craft a powerful nomination.

Note: WIT receives hundreds of nominations each year, so this is a competitive recognition program and it's critical that you provide substance in your nomination.

Below is an outline of the three key components and recommendations on what to include.

Rationale for Nomination (no more than 250 words)

Highlight a minimum of three detailed rationales for your Top Woman to Watch in Transportation nomination – and make sure to include as many details as possible to describe your candidate's general involvement in initiatives and the measurable outcomes she has generated as a result.

Example 1:

For more than 20 years at our company, Stephanie has established a reputation for prioritizing the diversity of her team of 50 individuals and fostering an inclusive culture across the entire organization. Stephanie has a solid foundation in operations with progressively more responsible roles in account management and continuous improvement of more than 300 customers and sales strategy involving a pipeline of more than 1,000 prospects where she has developed and deployed best practices across functional teams throughout the sales cycle while building collaboration and more effective team dynamics. Stephanie is a key player on the sales leadership team of five, developing sales tools, resources, and communications to help drive efficiency for optimal sales effectiveness. During her tenure with our company, Stephanie has volunteered in several benevolent causes with Berkley Humane; Ozone House Youth and Family Services; and Therapeutic Riding Incorporated.

Example 2:

Maggie is not only exceptional in her role at our company, but she also advocates strongly for women supporting women. She demonstrates this by guiding our company's women's group that involves more than 100 participants, having been previously the chair and now a strong advocate of the group. Last year, Maggie's impact extended past our company and reached externally where she took an active role in defining the relationship with Women in Trucking. She also has been actively participating in our Mentoring program for the past two years and has actively mentored 6 individuals during that time. Maggie continuously inspires those around her and has elevated the Diversity, Equity, Inclusion and Belonging journey within our company and the industry.



Significant accomplishments she has made in her career during the past 12-18 months

Provide a minimum of three examples that demonstrate good business results for your company and make sure to include the measurable results that your candidate is directly responsible for.

Example 1:

Patricia was nominated and recognized by our company as an outstanding Servant Leader last year. Patricia completed and excelled in a leadership development course at the end of last year, and directly recruited eight female leaders to complete that same course. Patricia has led her team of 40 individuals to have regularly shown industry excellence by achieving less than 1.0% delinquency in a \$3.2B portfolio. Through an annual recognition program at our company, Patricia is being highlighted as a key talent and specifically a top talent as a woman on a leadership team of 13. Patricia's direct reports have regularly achieved better than expected results of under 1.0% delinquency in their portfolios due to Patricia's guidance and support. In addition, Patricia has led an internal Strategic Women's Group where she provided guidance and mentored more than 60 women in our enterprise (showing an 91% satisfaction rate from all participants and creating three new division leaders who are women).

Example 2:

In the past 18 months, Karen was instrumental in increasing driver headcount by 15% for her region while maintaining 8% turnover (including retirements and first 90-day hires). She delivered a significant amount of operational productivity, exceeding last year's plan, through her efforts to decrease out-of-route miles and improve internal network efficiencies. She sat for and earned her CTP designation through the National Private Truck Council, which has substantially increased credibility with customers within her division Upon returning from the Women in Trucking Accelerate! Conference last year, Karen led efforts to launch a company-wide human trafficking awareness campaign in January. Her collaboration between WIT, Truckers Against Trafficking, our internal communications team, and our field transportation leaders resulted in ~1500 additional employees completing the CTAT Trained Certification Program (>1,000 drivers).

Ways in which she exemplifies WIT's mission

Describe how your nominee exemplifies WIT's mission to encourages the employment of women in the trucking industry, promotes their accomplishments and/or minimizes obstacles faced by women working in the industry. In addition, provide a minimum of one specific example of how she has done this.

Example 1:

Along with becoming the first female Executive Vice President of Human Resources at our company, Jane has led initiatives to further increase representation of women throughout the organization. Since last year, the percentage of women in driver roles at our company has grown, now making up approximate 12% of the company's driver force. With Jane at the helm, our company continues to nurture and build role models for women; 40% of the company's leadership are women and 38% of the participants in our company's leadership mentor program are women.

Jane constantly works to foster an environment that encourages career advancement for women, and she serves as a role model to those at our company and beyond. Jane is a transformative leader that brings passion, creativity,



and heart to everything she does. She has advanced our company's business over the years by reinforcing the value of the company's people.

Because of her unwavering commitment to empower women in the trucking industry, our company has been recognized as one of Forbes "Best Employers for Women" for two consecutive years. Her efforts also helped our company last year receive the Women in Trucking Association's award for "Top Company for Women to Work In Transportation."

Jane cares greatly about connecting with people and is genuinely interested in seeing others around her thrive. She celebrates the successes of others and makes decisions that are centered around the interest of the business. Any associates Jane leads come before herself, and this is noted not only within our company but throughout her engagement with others in the industry.

Example 2:

In her leadership role, serving the transportation industry where only a small percentage of women are in the C-suite, Samantha is leading the charge. As president of our company, Samantha has promoted opportunities for women to grow and flourish. During her five-year tenure, the percentage of women at the vice president or higher role have grown to 24% (from 14% of a 30-person leadership team). Women also represent 40% of our company's total employees of 500 – up from 32% just two years ago. Samantha's dedication to advancing solutions in the transportation industry and creating more opportunities in the last two years for nearly 50 women in influential roles at her company demonstrates her commitment to WIT's mission.