

Membership Survey 2014(1)

- ▶ Lack of understanding of the basics - clear message of strategic aim, organization and purpose.
- ▶ Lack of communication is a recurring theme - who are we? What do we do? How does information get out there?
- ▶ Attendance at events is a very low proportion of overall members. Comments from this group are very different to the (self selecting) group at the AGM - how are we to reach the membership who don't or can't attend. Do we need to think differently about their needs?
- ▶ Networking is not people's highest priority
- ▶ Industry level influencing - less successful in the past, prime objective for the future - how do we achieve that?

Survey 2014(2)

- ▶ Need to get the right strike the right balance between gender and broader diversity umbrella
- ▶ Importance of show-casing role models, not just famous people but successful women balancing interesting lives - how to get information out there
- ▶ There is an expectation of more to be done by WIL without an awareness of how 'lean' the organization is
- ▶ Frequent comments about relationship with CILT
- ▶ Very diverse group with diverse expectations (e.g. greater support for women working in Logistics Marketing as too much focus on operations...) Need to focus on prioritising effort. Limited number of areas with broad agreement.
- ▶ Underlying elements of 'something for nothing' not sure how realistic this is

Women in Logistics in a sentence

Lots of positives:

- ▶ Provides an opportunity to understand other parts of the business and how other Women handle daily challenges both in and outside of work.
- ▶ A female led, female friendly professional organisation making a difference to the logistics and supply chain industry.
- ▶ An inspiring organisation with great management and great members!
- ▶ Women in Logistics helps to show the core of the female talent in the industry
- ▶ An excellent organisation within logistics that supports women as well as developing them to be confident to excel within the Boardroom
- ▶ It remains probably the most pro-active and most fun organisation for logistics professionals.

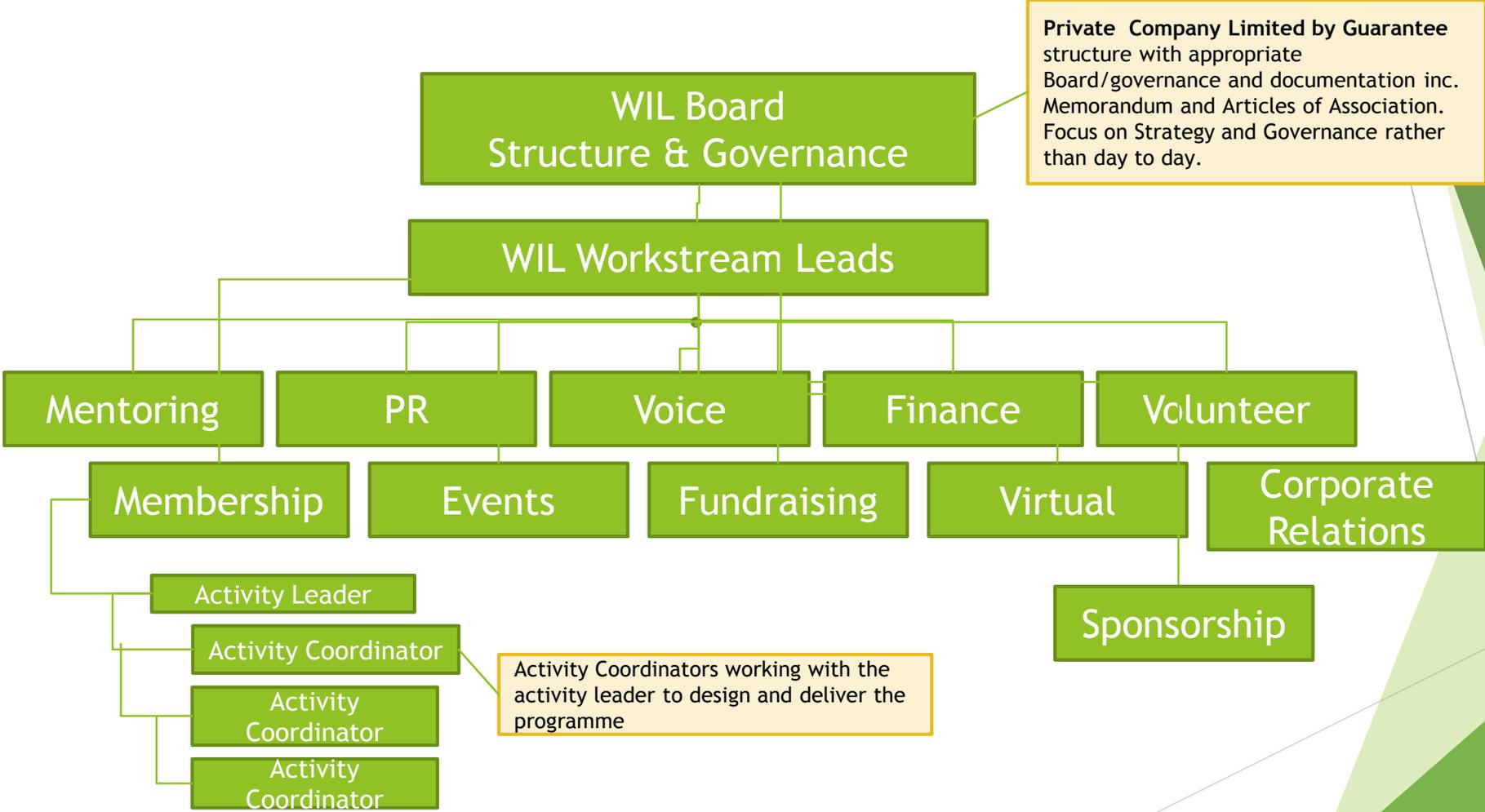
With clear challenges

- ▶ A LinkedIn Group that needs to make a decision what it wants to be.
- ▶ A good idea but not focused enough on making a difference for women in logistics

....And my favourite!

- ▶ A warm blanket of energy and enthusiasm to revitalise, focus, encourage and inspire one in her journey through a tough industry.

New WIL UK Ltd Structure



WIL UK Objectives:

- ▶ **Connect**
 - ▶ Provide networking and professional development events - both physically and virtually
- ▶ **Engage:**
 - ▶ Offer support and mentoring and showcase the achievements of role-model women
 - ▶ To provide a voice for women working in logistics and to address from a female perspective key challenges the industry faces
- ▶ **Inspire:**
 - ▶ Provide an inclusive and encouraging environment to nurture female talent within the sector

**To do this we need support:
Sponsorship and Volunteers**