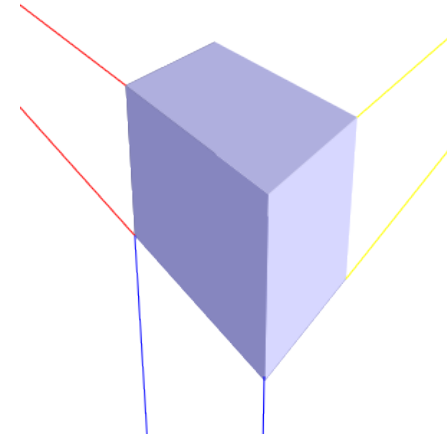




WOMEN IN LOGISTICS – CHANGING PERSPECTIVES

Kirsten Tisdale

12 January 2011



15 JANUARY 2009



- > PIL
- > Men
- > Pink trucks



EVENTS I'VE BEEN ALONG TO SINCE



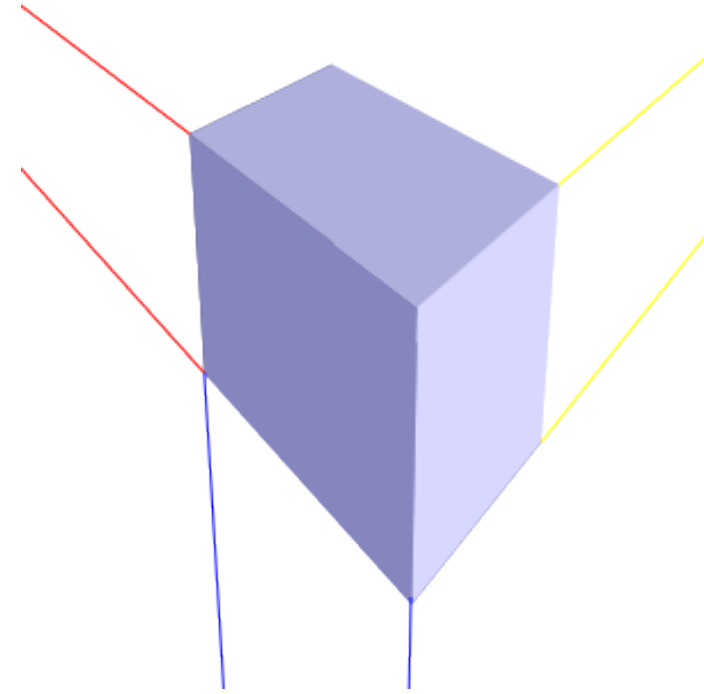
<i>Event</i>	<i>Type</i>
Multimodal 2009	Exhibition
WIL 1 st Birthday Bash / Leamington Spa	Social
Sustainable Logistics / Sainsburys	All day
Inspiring Confidence / Royal Mail	All day
Diversity & Inclusion / Pepsico	All day
CILT Conference 2010 pre-dinner drinks	Conference
Tattershall Castle	Social
Logistics & Charity / Auto Windscreens	All day
IMHX 2010	Exhibition
Make that Change / Wright Hassall	All day
Have your Say / Norbert Dentressangle	All day

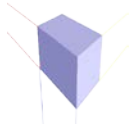


WOMEN IN LOGISTICS – MY THREE BENEFITS



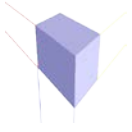
- > Changing perspectives
- > Enjoyment
- > Business networking





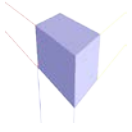
- > Mine
- > Men – 6 out of 10
- > Women – 10 out of 10
- > Sounds good
- > ... it's not!
- > Inspiring Confidence





- > CILT O&P panel
- > Theme = data





There is definitely a difference between the way men and women communicate at work

In a male-dominated industry such as technology, women have to learn to adapt their communication style to succeed

We find men tend to use more positive language and are quick to take credit for something, whereas women use more cautious language and will often attribute success to luck, or a team effort

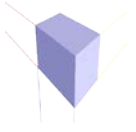


- > Ingrid Devlin, Dell
- > Women Mean Business supplement
- > The Times, 30 Nov 2010

Communication isn't just about the words you use - male employees tend to have "dynamic communication techniques", which include strong posture, persuasive body language and a willingness to make eye contact with colleagues







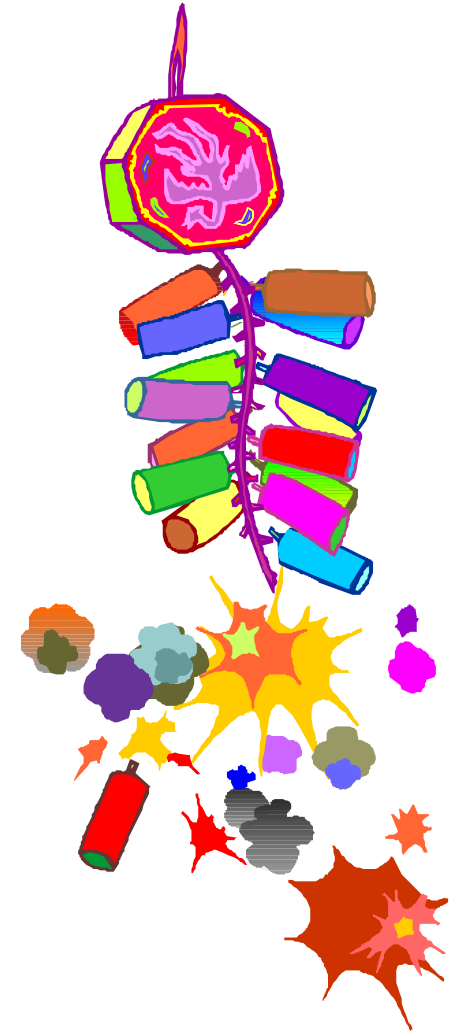
- > Logistics industry
- > More to be done
- > But WIL is now the in-crowd!



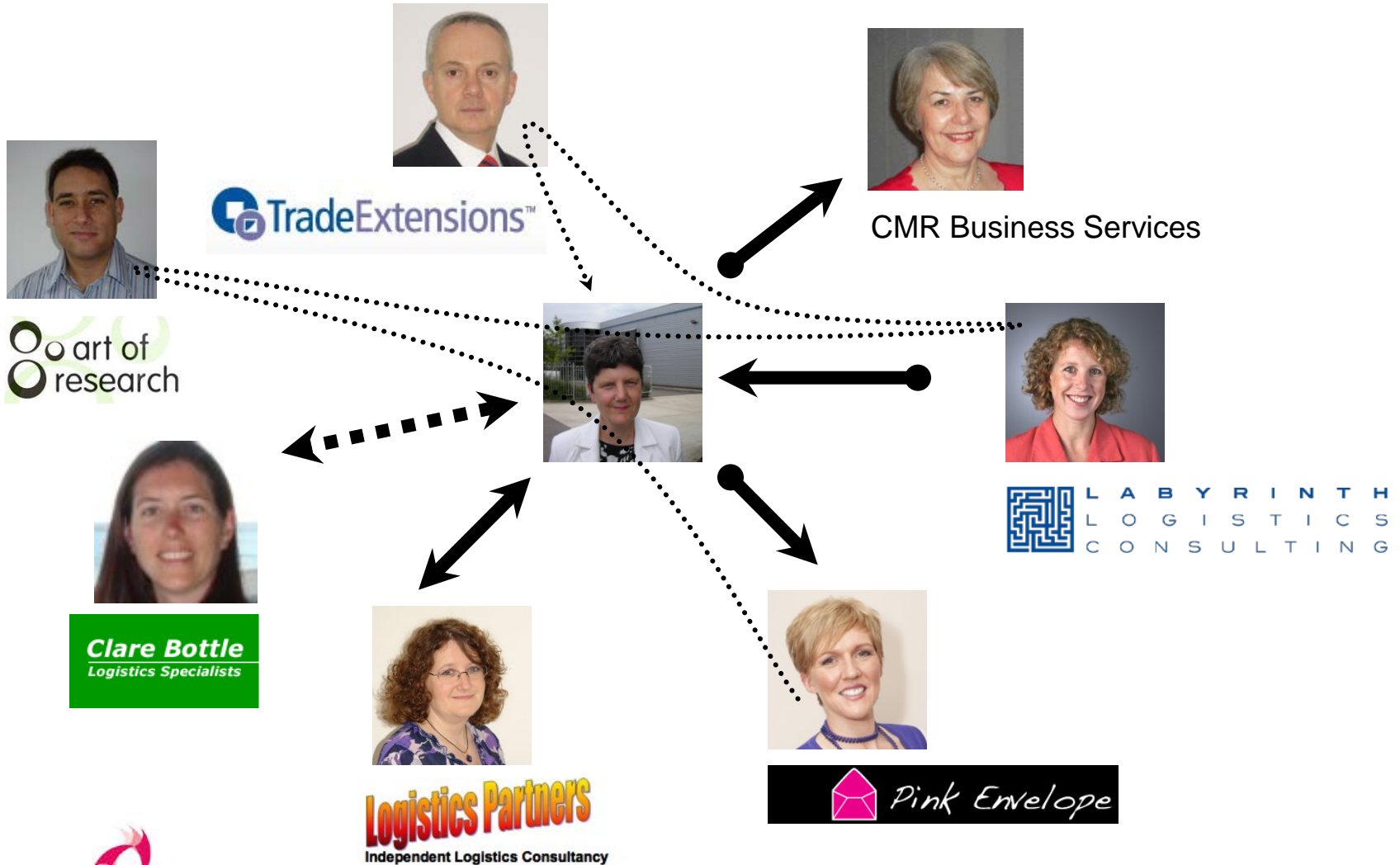
ENJOYMENT



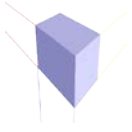
- > Fun!
- > I've even enjoyed exhibitions
- > And it's been good for business too...



BUSINESS NETWORKING



WOMEN IN LOGISTICS – MY THREE TIPS



- > Come along to WIL events
- > Be yourself and be open to change
- > Be on the front foot!

