

The background of the slide is a photograph of an industrial interior, possibly a factory or power plant. The scene is dominated by a complex network of large, metallic pipes and ducts that run across the frame. Several large, industrial-style pendant lights are suspended from the ceiling, casting a strong, cool blue light throughout the space. The overall atmosphere is technical and modern.

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Industrials

Segment Burst

Summer 2023

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Female talent as innovation driver

It's essential for automotive companies to attract more women into the industry by working closely with educational institutions. This collaborative approach to igniting female students' interest in STEM will contribute to increased diversity in the field. Missing out on this opportunity is detrimental to both product development and sales.


Evidence suggests that bringing more women into the industry is beneficial for business, also on the CEO level. Research by the [Harvard Business Review](#) found that companies with more women in top leadership positions prioritise social responsibility and sustainability initiatives. They also drive company-wide changes that can improve risk management and financial performance. With more women in C-suite roles, a company's propensity for risk-taking decreases by **14%** while openness to change increases by 10%.

Additionally, female executives tend to shift away from M&A (mergers and acquisitions) strategies based on knowledge-buying to knowledge-building strategies. This significantly boosts innovation through internal R&D and increases collaboration within the business.

Having female leaders, researchers, designers, and engineers on staff allows companies to more accurately understand and respond to their female consumer base. Women tend to make very rational buying choices based on car safety and performance. Concerns for safety are understandable given that until very recently safety engineers were basing their tests on crash test dummies modelled on an average male body. As a result, female drivers and passengers were **47%** more likely than men to be seriously injured during a crash.

While these issues are now evident, a lot remains to be done about safety concerns in relation to the development of proper EV infrastructure. Even though **47%** of women consumers would be interested in buying an electric car, it's mostly men who dominate the EV market. The main reason might be related to [safety concerns](#) at public charging stations. Remote locations with no employees and a relatively long charging time might expose female drivers to assault and other threats to their life and health – and the same could be added for LGBTQ+ persons.

Without bringing in more talent from underrepresented groups, automotive companies are not setting themselves up for the success they could achieve otherwise.

A photograph of a woman with dark hair and glasses, smiling warmly. She is wearing a dark blazer over a light-colored top. The background is a blurred office environment with shelves and papers.

With women in charge, companies' tendency to engage in risky behaviour decreases by **14%** while openness to change increases by **10%**.

[Harvard Business Review](#)

By 2030, each US state will add in between **2,000** and **140,000** new clean energy jobs.

[Canary Media](#)

Green transition impact on US energy workforce

Renewable energy sources are not only environmentally friendly, but they can also be more cost-effective.

Research suggests that almost all ([99%](#)) of coal plants in the US are more expensive to run than setting up renewable energy plants. Turning to local renewables is a cheaper solution for [97%](#) of coal plants. Local ventures can not only save customers' money but also drive over [\\$589 billion](#) of investment in energy communities across the country.

By 2030 and under the Inflation Reduction Act, each state in the US can add between [2,000 to 140,000](#) clean energy jobs. Many of these new positions will most likely be based in Oklahoma, Texas, and Florida due to their natural potential for sun- and wind-powered energy. Industrial states like Michigan, Ohio, and Pennsylvania will also see growth in clean energy manufacturing jobs. New jobs will include mechanics, electricians, construction workers, and technicians.

According to reports on new clean energy initiatives across 31 states, relevant talent will most likely be sourced from [seven states](#):

Texas, Ohio, Michigan, Georgia, Arizona, South Carolina, and Tennessee.

With the shift away from fossil fuels and towards renewable energy sources, it is important to remember the impact that the green transition has on coal workers. Several states passed [just transition](#) bills to aid local communities. For instance, Illinois mandated that renewable energy developers hire at least [10%](#) of the displaced coal workers and underserved communities. The state has also launched a training programme, investing \$80-million-a-year into clean-energy hubs that educate displaced workers.

Energy companies should help to drive that cultural and educational shift if they want to future-proof their business. Reskilling their current talent and leveraging laid-off workers from the competition as well as other industries might be an effective long-term strategy. However, to prepare for a changing talent market reality, companies need to act today.

Revisit our previous [Segment Burst](#) to learn more about strategies for widening the green energy talent pool.

Cybersecurity talent in aviation

Cybersecurity is an ongoing threat to aviation. In 2022, the industry faced [38](#) cybersecurity attacks, including 14 in the US, three in Italy, and two in Canada. A report by [Eurocontrol](#) (based on 2020 data) estimates that 61% of all aviation cyber-attacks are targeted at airlines and are aimed at financial gain through fraudulent websites. Fake airline websites are the second most commonly reported cyber-attack after data theft.

Manufacturers in the aviation industry experience only [16%](#) of all cybercriminal activity but these attacks tend to have a higher negative impact. [75%](#) of such events are classified by manufacturers as having medium or high impact compared to only 20% for airline security breaches. Threats pertinent to aviation manufacturing include data and intellectual property theft, ransomware, and attacks on supply chain and production, which all can have detrimental financial effects on the company.

While the number of cybersecurity professionals around the globe has grown to [4.7 million](#), 3.4 million more are still needed to satisfy the market demand. The United States alone needs to hire [700,000](#) cybersecurity specialists across all industries.

To keep up with the demand and prevent talent shortages, aviation leaders should consider investing in [non-traditional applicants](#) (including [neurodiverse talent](#)), [female tech talent](#), and applicants sourced from outside overinflated tech markets. Offering upskilling initiatives is a good way of leveraging talented workers who want to make a career switch into aviation cybersecurity.

Tapping into the pool of female tech talent

“*Tech employers can attract more female talent by investing in educational programmes for young girls, providing early exposure to STEM fields, and holistically creating a pipeline of future professionals who are confident, capable, and excited to make an impact.*”

Christine Tripp, Director of Pontoon’s Operational Excellence

Read Christine’s thought leadership article [here](#)

