



Lithia Women LEAD

Learn - Explore - Achieve - Develop

Ultimately one of the outcomes of any women's leadership initiative is to advance women and women's influence throughout the business, but it starts with developing a community of inclusion and support that allows women to thrive.

The Lithia Women's Leadership Program (LWLP) was started in 2015 with several goals in mind:

- Provide an avenue for women in the organization to learn and develop.
- Introduce female leaders to act as role models and inspire one another's growth.
- Organize events where women could network with one another.
- Enhance skills beneficial to women in their personal and professional lives.

In time, an additional goal was added to provide broader knowledge of the company and the automotive retail business.

Lithia Women LEAD began with a week of daily events for Lithia women leading up to the Southern Oregon Women's Conference, which Lithia supports annually.

Due to popular demand, LEAD events expanded their reach by livestreaming to our stores across the nation. After a few years, men were also invited to participate while keeping true to the original mission of being a networking and development forum for women.

Since Lithia Women LEAD's inception, the number of women in leadership and senior leadership roles at Lithia has grown tremendously. And in 2019, we had over 400 participants in Women LEAD events.

In addition, events have led to increased camaraderie between departments, allowing collaboration to flow more smoothly.

In the end, these events are a win/win – for the women participating and for Lithia. We continue to focus on developing a community of inclusion and support that allows and enables women to thrive.