



Lead Like a Multiplier:

Unlocking Your Team's Hidden Potential

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*Women leaders are
redefining what it
means to lead—
personally and
professionally.*

*In the fast-evolving
automotive industry,
great leaders don't
just manage—*

***they
multiply.***



S

SPECIFIC

Align with what matters most.



P

PERSONALIZED

Grow people the way they learn best.



A

AUTHENTIC

Lead with trust and visibility.



R

RESPONSIVE

Act with agility in change.



K

KNOWLEDGE-DRIVEN

Lead with data, not guesswork.



What is the SPARK Multiplier Framework?

SPECIFIC

Align with what matters most

- ▶ Start with the end in mind
- ▶ Tie strategy to outcomes
- ▶ Set clear KPIs
- ▶ Align messaging, measurement, and motivation
- ▶ Be consistent



P Personalized

Grow People the way they learn best

- ▶ Relevance boosts learner engagement
- ▶ Accelerates time to proficiency
- ▶ Adaptive learning improves retention
- ▶ AI enables efficiencies
- ▶ Empowered learners perform better



- ▶ Frequent, specific feedback is key
- ▶ Dialogue builds trust and allyship
- ▶ AI-powered coaching accelerates results
- ▶ Safe learning environments empower the team



Responsive

Act with agility in change

- ▶ Speed and agility are key
- ▶ AI is a game-changer
- ▶ Multi-generational teams have diverse needs and expectations
- ▶ Continuous upskilling maintains performance
- ▶ Proactive change leadership is a must



Knowledge -driven

Lead with data,
no guesswork

- ▶ Knowledge is power. Insights are the engine
- ▶ Actionable data enables smarter, faster, and more confident decisions
- ▶ AI rapidly turns information into impact
- ▶ Uncover, share, implement best practices



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Where's *my* SPARK? Leadership Self-Assessment

Where's *my* SPARK?

Leadership Self-Assessment

Rate yourself from 1 to 5 on each of the statements.

Base your rating on your use of SPARK multipliers today and use it as the starting point for multiplying your impact going forward.

In pairs, discuss:

- ▶ **Which SPARK multiplier you exhibit the most strongly?**
- ▶ **Which SPARK multiplier you could amplify to improve team performance?**

Awareness is the
first step towards
excellence



SPARK in Action

1. Form a group of 4
2. Review the SPARK multiplier and leadership scenario assigned to you.
3. In your group, discuss how you would use your SPARK multiplier to solve your leadership challenge.
4. Group Debrief



Bringing the multipliers to life

S

Specific

- ▶ Define KPIs
- ▶ Strategic Alignment
- ▶ Set Key Goals

P

Personalised

- ▶ Competency Mapping
- ▶ Personalised Journeys
- ▶ AI enabled Adaptive Microlearning

A

Authentic

- ▶ AI Driven Coaching
- ▶ Recognition and Reward
- ▶ Voice of Employee

R

Responsive

- ▶ AI Upskilling
- ▶ Value Stream Mapping
- ▶ Process Improvement

K

Knowledge - Driven

- ▶ Real time measurement
- ▶ Data Visualisation
- ▶ Best Practice Sharing

How MSX supports OEMs:

MSX Contour

MSX Engage
MSX Endorse
MSX LMS

MSX Coach
MSX Leadership
MSX Engage

Retail and Aftersales
Consulting
Operational Excellence
Programs
AI Upskilling

MSX Actionable Insights
MSX Contour
MSX Field

SPARK your Commitment

1. Write one SPARK Multiplier that you'll incorporate to lead more boldly.
2. Write one leadership habit you commit to improving.
3. Write one habit you commit to stop doing!
4. Place this card somewhere you can see it as a daily reminder of how to amplify your leadership and the potential of your team!





Thank you

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Women Automotive Summit | Detroit

