

## SAMPLE ESSAY — Honoree Candidate

*Names and company have been removed*

### **Please share a noteworthy contribution and/or technical accomplishment your nominee has achieved at her company and why it is so impactful.**

REBECCA is the Human Factors technical expert within our Product Development organization, providing design guidance and conducting testing to deliver ergonomic, usability and user experience performance throughout the motorcycle portfolio.

REBECCA's work ensures that COMPANY's motorcycles comfortably fit a variety of riders by achieving the best rider seating position, view, and comfort as well as providing a seamless user experience with the gauges, controls, and infotainment systems.

REBECCA has a bachelor's degree in Mechanical Engineering from the UNIVERSITY, a master's in Aeronautical Science from UNIVERSITY, and a master's and Ph.D. in Human Factors Psychology from UNIVERSITY. She has deep experience in the manufacturing industry, beginning 24 years ago as an engineer in tool design and quality assurance. Later, she joined Aircraft COMPANY B as a design engineer where she specialized in Human Factors Engineering and gained expertise in medical devices at COMPANY C Healthcare as a Design Controls Manager. She came to COMPANY in 2015 as a Staff Systems Engineer.

Recently, REBECCA conducted extensive testing of the all new COMPANY app. This app brings connectivity to our riders by integrating ride planning, events, dealer information, and interactive group riding challenges to deliver a premium customer experience that is intuitive and easy to use across multiple platforms. During development, REBECCA led the company in applying the National Highway Traffic Safety Administration driver distraction guidelines, delivering rider safety when using the navigation feature by ensuring user tasks are quickly accomplished with minimal visual and cognitive demand.

### **Please share a noteworthy contribution your nominee has achieved in her community, and why it is so impactful.**

A recent project REBECCA participated in was to be part of a team of volunteers that designed and built a bicycle for a 4 year old special needs child named CORY. CORY was born without fore-arms or legs but was determined to ride a bike with his family. A team of COMPANY volunteers came together to build him a special bicycle. Rebecca assisted in Project CORY by provided design input on the ergonomic position of the seat and upper rotating controls to ensure his joints would not be stressed and the bike can accommodate him as he grows. This project brought independence and freedom to a special child who otherwise would not have been able to ride a bike. REBECCA is also a board member on the NON-PROFIT charity organization, where she works to fundraise and award grants for breast cancer research in STATE.

REBECCA exemplifies leadership in the community through multiple channels. She attended the National Society of Black Engineers annual convention this year to recruit for COMPANY and identify promising talent in the field of engineering. She also conducted a Human Factors Workshop to teach new engineers about the field through a hands-on activity. She is an advocate for Human Factors Engineering and for many years has given lectures to engineering students at TWO UNIVERSITIES. In her teaching, she educates students on the discipline of Human Factors to generate interest for careers within the field.

## **Please share how your nominee has been a leader by mentoring others and/or engaging the next generation of female talent.**

Each year, REBECCA attends the Society of Women's Engineering Career Fair as a representative of the company. She is active with our recruiting efforts to bring talented women engineers to be a part of COMPANY. Like her efforts at the National Society of Black Engineers, she conducted Human Factors Workshops during the Society of Women's Engineering event to increase interest in engineering careers.

REBECCA makes mentoring and outreach to young engineers a priority. She wants to make sure women's voices are heard and they have opportunities to develop as leaders. To make sure women are a valued part of Company, Rebecca is active in reaching out to them through mentoring and recruiting. Currently, she is mentoring two women. She has outlined a detailed program of learning through study and hand-on testing to enable them to develop their engineering skills in Human Factors and to advance their career through personal growth. They have become advocates within the company for incorporating Human Factors into designs and are also active in recruiting new employees for the company.

REBECCA's enthusiasm for engineering shows how a career in the field can be impactful and fulfilling at a time when many female students are losing interest in the sciences. Her work will have a lasting impact on the young women she has taught and mentored.

## **Explain why your nominee should be chosen as a Women MAKE Honoree or Emerging Leader.**

REBECCA should be chosen as an honoree because she is a role model, leading by example to guide and inspire those around her. She strives for high performance in herself, in her coworkers, and in the motorcycles we build to deliver a world class experience. Her passion for our customers shows in how she does her work with the utmost integrity, always pushing for the best product for our riders. She invests in those around her and is always looking for opportunities to teach others or assist them in their personal development. She is proactive to engage our leadership with her work, making sure they understand the principles of Human Factors Engineering when making critical decisions. REBECCA is a life-long learner, strategically leading innovation and research to advance her capabilities and to better understand the impact of human biology, physiology and psychology in engineering design. REBECCA cares about those around her, engaging with students, women at COMPANY and those in the community. Rebecca's leadership makes an impact, because she is genuine, enthusiastic, and honest.