



It's been three years since I wrote [Training is Essential](#). I must have had my crystal ball out that day, because I see many synchronicities to what my vision was three years ago, and what's happening today. There are lots of connected topics I'd like to expand upon from that short article, but let's stay focused on the subject of women as leaders in the equipment distribution industry. The good news: the roles of women at dealerships and distribution companies are expanding. And, in one of my Currie Dealer Groups it's exciting to now have four member companies that are owned by women.

As North America's lead consulting firm to the industry, it's Currie's job to keep up the pressure as we continue the roll-out of the 2024 theme: Performance Culture. I've been told that I tend to focus on an emerging concept and become obsessively driven to bring the idea to fruition. This is true. Performance has emerged as a current focus because we are in a new time, a different world, and an advanced stage of evolution as compared to when some of the industries we serve were in their early stages. We all know what's changed: global economic cycles; maturation of industries; consolidation; technological advances; a post-pandemic world, and international conflicts and wars. These are the external factors that have contributed to where we are today as distributors of industrial equipment. Because of these changes, our traditional Currie Evolution of the Marketplace is also evolving. More on that in a subsequent post...

Where am I'm going with all of this? We are not the companies that we were 10, or even five years ago. Many industrial clients have enjoyed tremendous revenue growth revenue, as Currie had predicted in the early days of the Covid-19 crisis. Today, many of these same companies are experiencing a crisis of leadership. My observations have been that the managers we are bringing up internally, may not be the best managers for the new normal, or the place we find ourselves in today. Companies in the Currie portfolio are the highest performers, and they require performance managers to continue driving growth and success. To quote the great Nina Simone: "*It's a new dawn, It's a new day, It's a new life...*" More to follow on this topic...

We've peeled the onion just enough now—women as the new performance leaders. I understand they aren't *exclusively* the new leaders, but they are, most definitely, a critical part of the top management team at a high-performing company. I still contend that we are missing opportunity if we are not intentionally recruiting and developing women as managers, team leads and C-Suite associates. The skills women bring to the business world are numerous, and they are unique. In June of 2019, [Harvard Business Review](#) published an article that supports my argument, stating women are absolutely essential for the continued growth and success of high performing businesses, which includes our distribution companies. In fact, our dealer owners that are still reticent, they are losing a competitive advantage that other dealers will be gaining. Please read the [Harvard findings](#) and take it to heart. I'm focused, I'm obsessed, and I'm driven to develop these shining stars. Our Women of Distribution group is growing and developing in keeping with current data analyses. When given the opportunity, these leaders will do remarkable things for your companies and will become important drivers in taking you where you want to go. Here's some additional information about the [Women of Distribution Currie Group](#).

As a legacy business owner, I have personally experienced the challenges that businesswomen are faced with every day. The cultural biases have been difficult, to say the least. As I transitioned from Vice

President to President, after the death of my father, I had even larger obstacles to surmount. Perhaps these hindrances and stumbling blocks will continue to present themselves in my lifetime. My hope is for the next president at Currie. When she takes the reigns and brings this corporation into the future, whatever that may look like, may she be respected and empowered. My vision is that she experiences a higher level of professional opportunities. My dream is for her to enjoy the freedom to succeed, and in that dream, I include all underserved people everywhere. That is the true Currie legacy.