

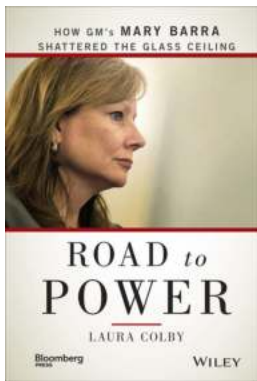
# How GM Mary Barra Shattered The Glass Ceiling - Bloomberg



## The Inspiring Journey of Mary Barra

In the world of business, women have often encountered obstacles in reaching top executive positions. However, certain women have defied the norms and emerged as trailblazers in their respective industries. One such extraordinary woman is Mary Barra, the CEO of General Motors (GM).

Mary Barra has not only shattered the glass ceiling but has also left an indelible mark on the automotive industry. Her journey is a testament to hard work, perseverance, and a relentless commitment to breaking barriers.



## Road to Power: How GM's Mary Barra Shattered the Glass Ceiling (Bloomberg)

by Laura Colby (Kindle Edition)

★★★★☆ 4.1 out of 5

Language : English  
File size : 3554 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 175 pages  
Lending : Enabled



### Rising Through the Ranks of GM

Mary Barra's journey with General Motors began in 1980 when she joined the company as a co-op student in the Pontiac Motor Division. From there, she climbed the corporate ladder, taking on various roles within the organization.

Barra's ability to adapt, learn quickly, and deliver exceptional results garnered her attention and recognition. Throughout her career, she held positions in engineering, manufacturing, and various executive roles, making her one of the most well-rounded leaders in the automotive industry.

### A New Era at General Motors

In 2014, Mary Barra made history when she became the CEO of General Motors, becoming the first woman to lead a major global automaker. Her appointment was a significant milestone in the fight for gender equality and shattered the glass ceiling that had long confined women in the industry.

As CEO, Barra was faced with numerous challenges, including restoring the company's reputation in the wake of a major ignition switch recall crisis. Despite the adversity, she navigated GM through the storm, implementing new safety protocols, fostering a culture of accountability, and prioritizing customer satisfaction.

## **A Champion of Diversity and Inclusion**

One of Mary Barra's enduring legacies at General Motors is her commitment to diversity and inclusion. She recognized the importance of fostering an inclusive work environment that supports and empowers employees from diverse backgrounds.

Under Barra's leadership, General Motors has made significant strides in diversity and inclusion initiatives. The company has implemented programs and policies that promote equal opportunities for employees, with a particular focus on encouraging women to pursue careers in the automotive industry.

Barra understands that diverse voices and perspectives are essential for innovation and growth. By championing diversity, she has not only transformed General Motors into a more inclusive organization but has set an example for other companies to follow.

## **Inspiring Future Generations**

Mary Barra's journey and accomplishments have inspired countless individuals, especially women, to pursue their ambitions and break down barriers in their respective fields. Her story serves as a reminder that with determination, hard work, and perseverance, anyone can overcome limitations and achieve great success.

Barra's rise to the top of General Motors has not only shattered the glass ceiling in the automotive industry but has also opened doors for women in leadership positions across various sectors.

## **The Legacy of a Trailblazer**

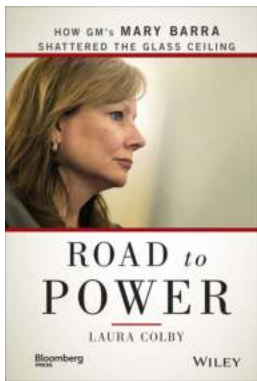
Mary Barra's leadership and impact at General Motors go beyond her role as CEO. She has become an icon for women's empowerment, a symbol of breaking barriers, and a pioneer in the fight against gender inequality.

Through her visionary leadership, commitment to inclusion, and ability to overcome challenges, Mary Barra has left an indelible mark on the automotive industry. Her legacy will continue to inspire future generations, encouraging them to challenge the status quo and aspire to new heights.

Mary Barra's journey from a co-op student to the CEO of General Motors is a testament to her unparalleled determination, exceptional leadership skills, and unwavering commitment to breaking barriers. Through her visionary approach, she shattered the glass ceiling in the automotive industry and paved the way for women in leadership roles.

Barra's dedication to diversity and inclusion has fostered a more inclusive work environment at General Motors and serves as inspiration for companies worldwide. Her remarkable journey and achievements remain an inspiration for future generations, highlighting the power of ambition, perseverance, and the willingness to challenge societal barriers.

As Mary Barra continues to lead General Motors into the future, her impact on the automotive industry and beyond will forever be remembered.



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Follow a pioneer's journey from factory floor to CEO

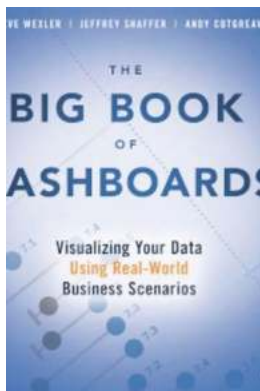
Road to Power is the story of how Mary Barra drove herself to the pinnacle of a company that steers the nation's wealth. Beginning as a rare female electrical engineer and daughter of a General Motors die maker, Barra spent more than thirty years building her career before becoming the first woman to ever lead a global automaker. With \$155 billion in sales and 200,000 employees, GM is widely considered to be a proxy for the U.S. economy, making Barra's position arguably the most important corporate role a woman has ever held. This book describes the personal character, choices, and leadership style that enabled her to break through the glass ceiling.

When 52-year-old Mary Barra was named CEO of General Motors in 2013, only people outside of the company were surprised. She had done everything from working on the factory floor to overseeing manufacturing, from improving union relations to paring down bureaucracy, and from running human resources to

helping drag the company back from its 2009 bankruptcy. This book details each step of her career, and the lessons she learned along the way.

- Learn how Mary Barra's willingness to take on diverse assignments helped steer her career trajectory
- Examine the fine details of Barra's management style and her ability to relate to colleagues
- Discover the qualities and experiences Barra had that drove her to lead this male-dominated profession
- Study the valuable lessons Barra learned at each stage in her professional life, and why they stuck with her throughout her journey to the top

Barra is most certainly a pioneer for women in business, but she's also a living lesson as to how far the right outlook, skills, and drive can take you in your career. Road to Power explores the talent and the mindset that got her all the way to the top.



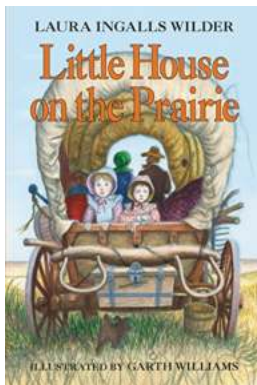
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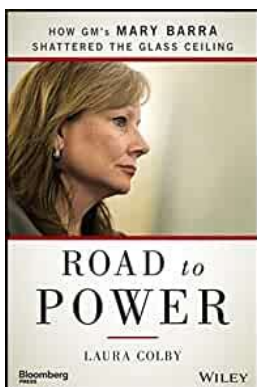
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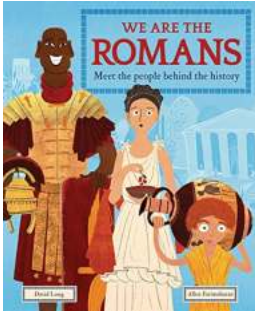
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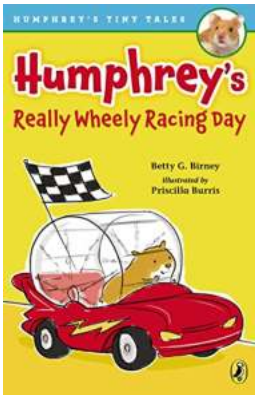
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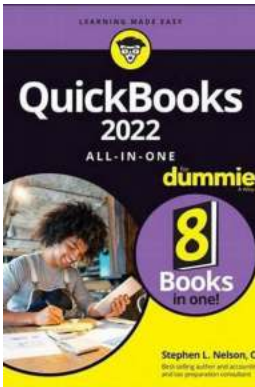
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