

# DIVERSITY+



By Alisa Clickenger

## WASH YOUR HANDS! What If Women Ran Our Industry?

It's exciting and challenging times in our industry right now. We've got absolutely the best motorcycles ever built and already en route to dealerships for delivery this spring, yet this past month we've withstood two big blows. First, the CEO of the largest motorcycle manufacturer in America leaves his position, shaking our foundation. Then we find ourselves struggling to redefine our daily lives, as well as our shopping strategies, amidst the COVID-19 crisis.

Families are forced to consolidate. Schools and churches are closed, kids are sent home from college and parents are quarantined at home suddenly facing redefining family life. While we wonder how this pandemic will affect our country, our community, our businesses, we are all suddenly back to basics. According to the Centers for Disease Control, the first step to protecting yourself against this pandemic is washing your hands. Just like your momma taught you!

What would it be like if women ran our industry? Family and community would be redefined. I imagine dealerships being more child-friendly. Play areas for the younger tots, and a strider bike gallery where kids can develop their two-wheeled skills on an indoor track. I imagine collaboration between stores, with shared resources such as parking lots for classes, job-share for dealership mechanics, so that people are employed to the extent they want to be, and shops get the help they need.

Dealerships would be well lit, the changing rooms would not double as bathrooms, and there's plenty of women's gear

on the rack. Women would be welcomed as humans first, assumed to be riders and decision makers when they walk in the door, and educated about the how motorcycles work. There would be monthly workshops where men and women come to learn about the basic maintenance of their machines and new riding relationships are formed.

With family-style management in place, there would be less turnover. Women are natural-born community builders, so the motorcycle shop would become the social and cultural hub of the community. After-school activities at the dealerships would include coloring, finger painting and model-building of motorcycles, of course. The cool kid's mom would be running the motorcycle dealership, so there's one bay in the back of the shop for teenagers to trick out a beater bike and learn mechanical skills--and keep the kids off the street.

More kids are gear-headed, moto-focused young adults, and time is spent in the back-lot learning to do tricks (and probably burnouts). Kids would take off to the woods in groups to race each other and test their off-road skills against one another, building mastery over machine at an early age. Fine motor skills would be built, future racers would emerge from the pack, and the open road would call to many of them.

More riders, more adventures, more machines sold. More Riders, Riding More to coin a phrase!

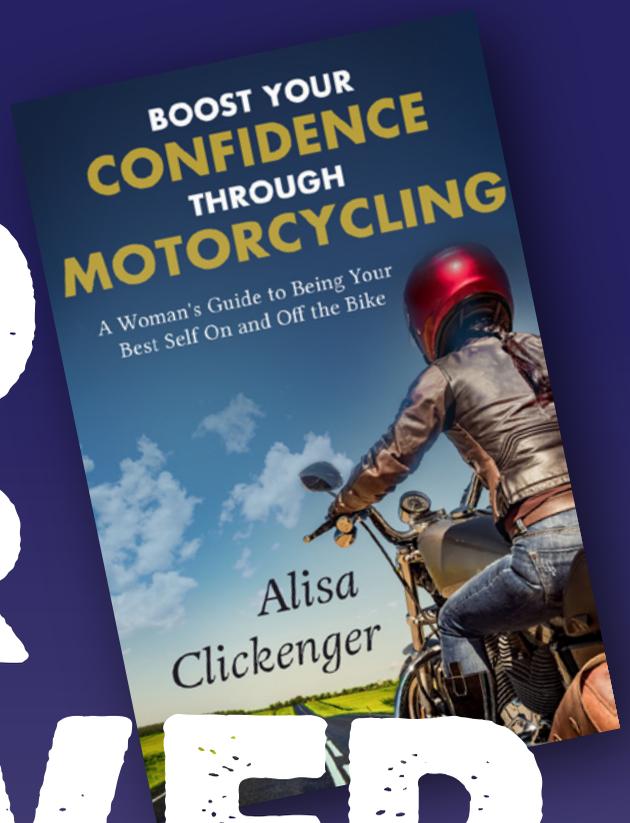
Since women are typically the family CFO, they control the family purse strings. They would be powersports-friendly from an early age and therefore encourage their kids to take up a motorized sport. In fact, they would incentivize and inspire their kids to good grades and good community deeds through threat of withdrawal of the powered machine.

These kids grow up healthy and strong and powersports-friendly because they grew up hanging out with their friends at a motorcycle shop. They would go off to college and opt for the cheap and independent type of travel — motorcycles. They would grow up and always have a bike or two in the garage as a way to tinker and relax, or for a fast fling on the freeway....

And they would always remember to wash their hands! 

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is [www.WomensMotorcycleTours.com](http://www.WomensMotorcycleTours.com).*

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