



RUTH HANDLER MENTORSHIP PROGRAM

FOR WOMEN IN TOYS, LICENSING & ENTERTAINMENT

MENTORSHIP IS A PATH TO LEADERSHIP

Are you ready to take the next step in your career but don't know where to start? You need a mentor — and we can help you find one. Our 4-month [Ruth Handler Mentorship Program for WiT](#) gives you the opportunity to learn, grow, and advance your career.

Having a mentor can have a huge impact on you and your career. But identifying a mentor who will be just right for you — that's easier said than done. We've matched hundreds of women with knowledgeable mentors in the toy, licensing, and entertainment industries from around the world. Sign up today to form meaningful connections, deepen your industry knowledge, and gain the professional development skills you need to lead and succeed.

The Ruth Handler Mentorship Program is free for all WiT members. It's a gamechanger and is at the heart of our mission of advancing women.

- Personalized 1:1 online mentor-match program.
- Guided 4-month partnership and workflow.
- Curated library of resources and personalized development for both mentees and mentors.
- Powered by Everwise, a best-in-class learning experience and mentor-match platform.

PROGRAM BENEFITS

FOR THE MENTEE	FOR THE MENTOR
<ul style="list-style-type: none">● Get the know-how and professional development skills to accelerate your career goals.● Form meaningful connections and learn from the experiences of others.● Build your network.● Receive valuable, honest advice and feedback from industry leaders.● Mentees may request to be matched with a mentor within their own company.	<ul style="list-style-type: none">● Pay it forward by being a source of guidance and support for women.● Enjoy the personal growth that comes from being a mentor.● Sharpen your leadership skills.● Expand your network.● Gain fresh perspectives from your mentee.● Inspire your mentee to pay it forward by mentoring others.

The Ruth Handler Mentorship Program for WiT is named in honor of Ruth Handler, the iconic leader who created Barbie and paved the way for future leaders. She was an inventor. A business owner. A creator. A marketer and a mom. She was curious, entrepreneurial and above all, she was a mentor to many. Ruth Handler was truly revolutionary. We thank The Mattel Foundation for generously underwriting this program.

HOW TO APPLY

1. **MENTEES:** [Click here](#) to apply. All current WIT members can participate as a mentee free of charge. Once you apply, you'll receive an invitation to complete your Mentee Profile, including your goals and areas you wish to focus on. *Mentee requests to be matched with a mentor within their own company will be approved depending on mentor availability.*
2. **MENTORS:** [Click here](#) to enroll and complete your Mentor Profile, including your skills and areas of expertise. Anyone may apply to be a mentor.

AFTER YOU APPLY

1. Watch this [Orientation Video](#) for an overview of the program
2. Matching can take 2-4 weeks, depending on availability of mentors.
3. The Everwise algorithm will propose best matches by comparing information provided on mentee and mentor profiles. The WIT Staff will review and approve matches.
4. Once approved, mentors will need to approve their match before the partnership can begin. Mentors will receive information about their mentee from Everwise@geteverwise.com, with a request to accept the match. Once accepted, the mentee will receive a notification and be prompted to schedule the first call to kick off the partnership. **Be sure to check your spam folder for notifications from Everwise,, as these emails may skip your inbox.**
5. Mentor and mentee will then start on their guided partnership, with full access to a library of curated content, activities, and resources on the Everwise platform.

For questions, contact us at mentorship@womenintoys.com. For more information or to apply for this program, [click here](#).

