



At the heart of WIT's mission of advancing women, we believe that mentorship is a path to leadership.

OVERVIEW:

The **Ruth Handler Mentorship Program for WIT** is a guided 4-month personalized one-to-one mentor/mentee partnership. We match seasoned and influential leaders in the toy, licensing and entertainment industries with women who are focused on honing their leadership skills, building their network and advancing their careers.

The program is powered by Everwise, a best-in-class learning-experience and mentor-match platform for professional development. Beneficial for both mentors and mentees, this program gives them a platform to learn, grow, and move the industry forward.

PARTICIPANTS:

Mentee: Open to all current WIT members, women at any level of their career who are focused on further developing their leadership skills, building their network and advancing their careers.

Mentor: Open to all WIT members and non-members, women and men who are highly experienced industry professionals committed to sharing their wisdom, providing guidance and support, and helping mentees navigate obstacles.

HOW IT WORKS:

The Application Process:

1. All current WIT members may **apply to be a mentee** on the WIT website. They will then be invited to complete a Mentee Profile, including goals and areas they wish to focus on.
2. Anyone may **apply to be a mentor** on the WIT website. They will then be invited to complete a Mentor Profile, including their skills and areas of expertise.

The Matching Process:

1. The Everwise algorithm will generate a list of best matches by comparing information provided on the Mentee and Mentor profiles.
2. The WIT Staff will review the proposed matches generated by Everwise to approve the match or make any adjustments as needed.
3. Matching can take 2-4 weeks, depending on availability of Mentors.
4. Once the match has been approved, both Mentor and Mentee will be guided through the program through the Everwise platform.
5. All Mentors and Mentees will have access to the library of valuable educational content and resources on the Everwise site.

