



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

The Ruth Handler Mentorship Program for WIT connects inspiring Mentors with ambitious Mentees from around the globe in the toy, licensing and entertainment industries. It's a vital resource for women at all levels of their career, built to facilitate knowledge transfer and career development, giving them the skills they need to lead and succeed.

- Personalized 1:1 mentor-match program that fully aligns with Mentees' goals and objectives.
- Guided 4-month partnership workflow allows for collaborative and experiential learning.
- Curated library of aggregated resources and personalized development activities help Mentees and Mentors unlock new skills.
- Powered by Everwise, a best-in-class learning experience and mentor-match platform.
- Beneficial for both Mentors and Mentees to learn, grow, and move their careers and the industry forward.

Program Benefits

| Mentee Benefits | Mentor Benefits |
|--|---|
| <ul style="list-style-type: none"> ❖ Get the know-how to accelerate your career goals. ❖ Develop professional development skills and strategies to step up your game. ❖ Form meaningful connections and learn from the experiences of others. ❖ Build your network beyond your organization. ❖ 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 -- Be a source of guidance and support for women. ❖ Gain the personal growth that comes from being a mentor. ❖ Sharpen your skills and grow your leadership capacity. ❖ Expand your network connections with future female leaders. ❖ Mentees can teach you something too. |

This program 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.

The Ruth Handler Mentorship Program for WIT is a gamechanger!

HOW TO APPLY:

1. **MENTEES:** All WIT members may apply to be a mentee on the WIT website – [CLICK HERE](#). They will then receive an invitation to complete their Mentee Profile, including goals and areas they wish to focus on. *Please note that Mentee requests to be matched with a Mentor within their own company will be approved depending on Mentor availability at the time of application.*
2. **MENTORS:** Anyone may apply to be a mentor. [CLICK HERE](#) to enroll in the program and complete your Mentor Profile, including your skills and areas of expertise.

WHAT HAPPENS AFTER YOU APPLY:

1. Matching can take 2-4 weeks, depending on availability of Mentors.
2. The Everwise algorithm will propose best matches by comparing information provided on Mentee and Mentor profiles. The WIT Staff will review and approve matches.
3. Once approved, Mentors will receive information about their Mentee from Everwise@geteverwise.com, with a request to accept the match. Once the Mentor accepts, the Mentee will receive a notification and be prompted to schedule the first call to kick off the partnership. **Please be sure to check your spam folder for notifications from Everwise from time to time, as these emails may skip in your inbox.**
4. Mentor and Mentee will then start on their guided learning partnership, with full access to a library of curated content, activities and resources on the Everwise platform.

Here's an [Overview Video](#) of the Ruth Handler Mentorship Program for WIT

For questions, email mentorship@womenintoys.com.

For more information or to apply for the Ruth Handler Mentorship Program for WIT, [click here](#).

