



VBA
**WOMEN'S
MENTORSHIP**
PROGRAM

**Knowledge. Empowerment.
Motivation. Connection.**

Program Background

“Every great achiever is
inspired by a great mentor.”

- Lailah Gifty Akita



2024 Theme & Components

“Everything you are, say and do represents your brand.”

- Molly Ho



2024 Theme – Building YOUR Personal Brand

Strong Personal Brands Deliver Benefits to...

<u>Employees</u>	<u>Employers</u>
<ul style="list-style-type: none">• Aids in overcoming gender stereotypes• Helps in establishing credibility• Identifies one's unique value• Overcomes self-doubt• Provides intentional focus on one's self-development	<ul style="list-style-type: none">• Helps to create great first impressions on prospective customers and employees• Improves company culture• Supports employee retention and advancement• Enhances recruiting

2024 Program Components



- Program portal housing all resources
- In-person and virtual trainings and networking opportunities
- Bi-monthly content releases
- Two books for discussion

Mar 15

Goal
Setting
Session

May 30

Exploring
Your
Values

Dec 4

Women's
Mentorship
Program
Closing

Mar 21

Mentor
Training
(*Mentors
Only*)

Sept 13

Mid-Year
Personal
Brand
Work
Check-in

Dec 4-5

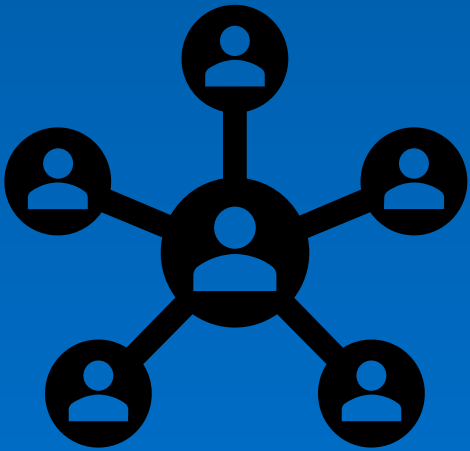
Women in
Banking
Conference

2024 Program Components – Mark Your Calendars

 Virtual Programming

 In-Person Programming

2024 Program Components – Additional Connection Points



- July-Sept: Regional Mid-Year Meet-ups with a member of the Executive Women in Banking Peer Group ●
- Dates TBA: Two Mentor and Two Mentee Specific Virtual Check-ins ●

● Virtual Programming

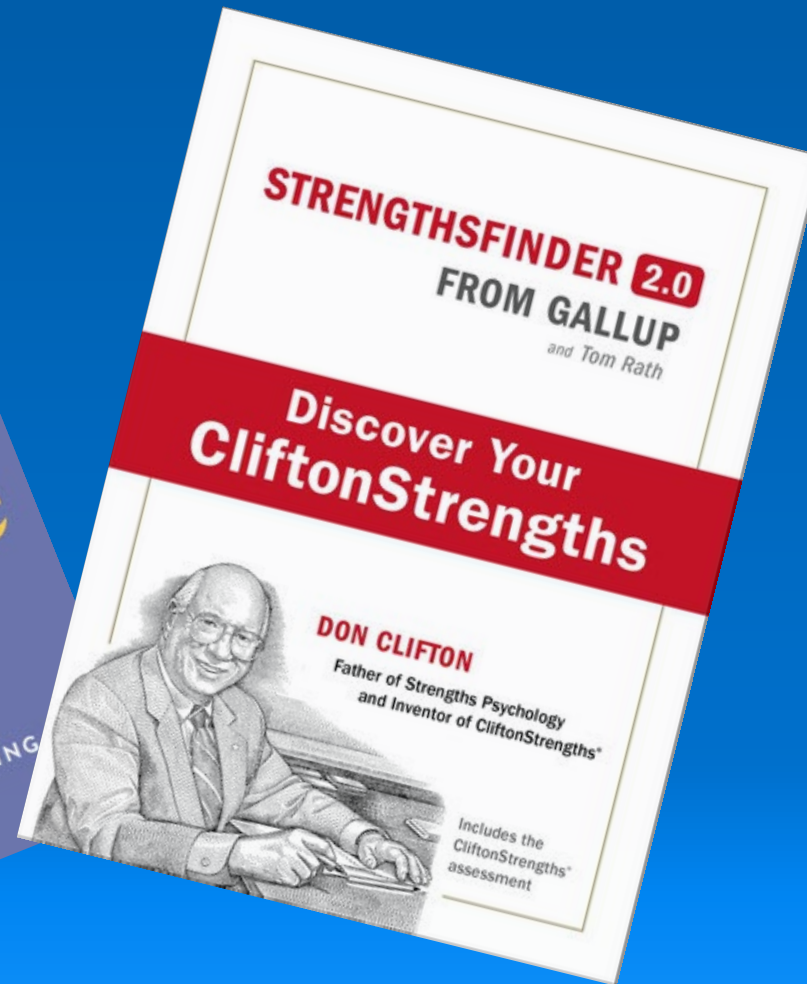
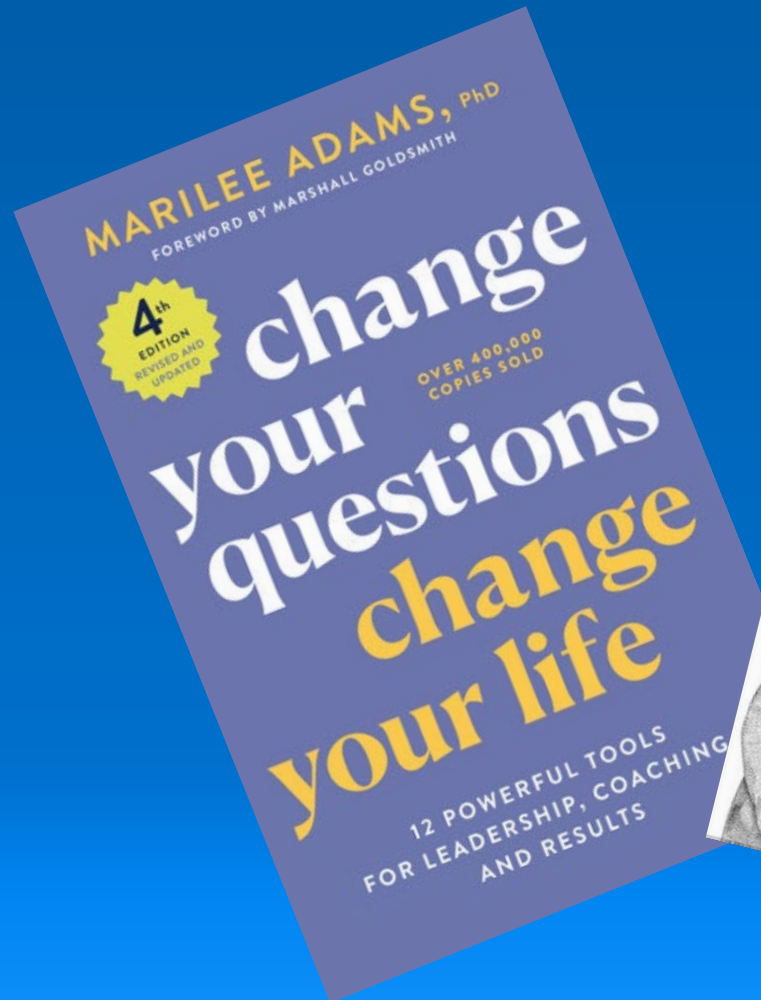
● In-Person Programming

2024 Program Components – Bi-Monthly Content Releases



- **April 5:** Building Knowledge of Your Bank – It All Starts with Here!
 - **June 7:** Understanding Your Strengths, Values and How They Play Into Your Brand
 - **August 2:** What Do You Want to Be Known For?
 - **October 4:** Establish Your Brand Statement & Elevator Pitch
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2024 Program Components – Book Discussion & Resources



Roles, Responsibilities & Norms

“Mentoring should be a fulfilling relationship between somebody with more experience and somebody with less, with the goal of helping both individuals become elevated versions of themselves.”

- *Janice Omadeke*



Roles & Responsibilities

<u>Mentees</u>	<u>Mentors</u>
<ul style="list-style-type: none">• Schedule 1:1 meetings• Identify initial learning goals and measures of success• Be open to and ask for feedback• Take an active role in your own learning• Follow through on commitments• Take informed risks as you try out new options and behaviors	<ul style="list-style-type: none">• Set Up the Relationship• Build the Trust and Rapport• Offer Mutual Respect• Respond to Needs• Meeting Prep & Follow-up• Serve as:<ul style="list-style-type: none">○ An Advisor○ A Champion○ A Resource○ A Devil's Advocate

Establishing Norms



Confidentiality



Trust



Respect



Commitment



Accountability



Time

My One Request....

“If we shield ourselves from all
feedback, we stop growing.”

- Brene Brown



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Questions?

“If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader.

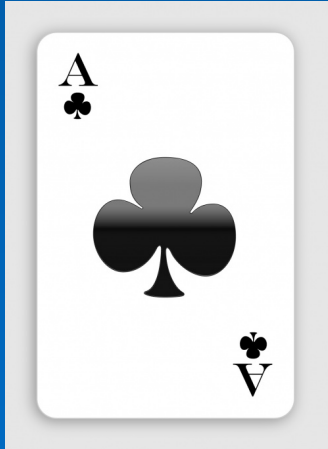
- Dolly Parton



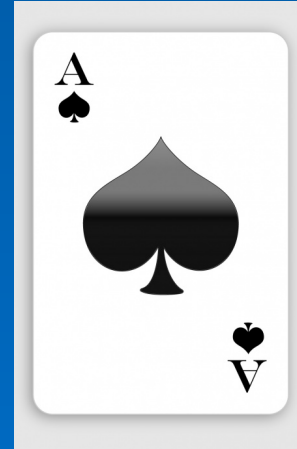
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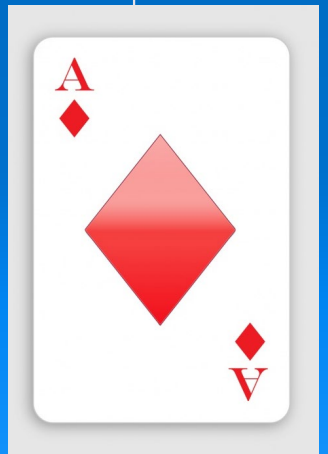
Share your name, bank and position and...



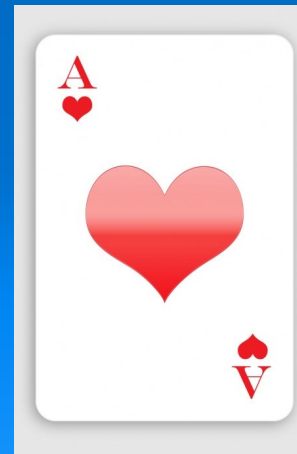
What is your walk-in
theme song?



What is your dream
vacation?



When you were 5 years
old, what did you want
to grow up to be?



If you were a
superhero, who would
you be?