



# Women In Cable Telecommunications

**Mentor Program Kick Off**  
**May 2020**



Women in Cable  
Telecommunications™



# Welcome and Introductions

Jeanette Richardson and Zakiya Black



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# Creating Leaders. Together.

WICT's mission is to create women leaders who transform our industry.

- For nearly 40 years, WICT has partnered with cable and technology companies to help build a more robust pipeline of women leaders. Founded in 1979, and now over 10,000 members strong, WICT is the largest and oldest professional association serving women in cable media.

# Touchstones of WICT

- **KNOW YOURSELF** and what you stand for and where you are headed.
- **COMMUNICATE** with passion and poise, in writing and in-person.
- **LISTEN** with more than just your ears.
- **CONNECT** to your peers, your industry, and everything around you.
- **BE A CATALYST** and set the wheels of change in motion.
- **BE FEARLESS** and confident in your convictions as you take risks and bring others along.
- **INSPIRE** and others will follow..

# WICT Greater Ohio Mentorship 2020



**Lori Maxwell**  
Director, Service  
Delivery OH/KY



**Ann Oliver**  
Director,  
Spectrum Reach



**Stephanie Megas**  
Manager, Govt.  
Affairs



**Toria Lee**  
ROC Supervisor,  
Southern Ohio



**Laura Nix**  
Sr. Manager,  
Enterprise Support



**Deidra Bartlett**  
Director, Human  
Resources



# Mentor Spotlight



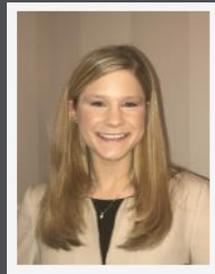
**Alicia** – “If I can help someone else by being an ear or their cheerleader via this program, I will happily volunteer my time. It will be a win-win for both of us”

**Elizabeth** – “The experience is all because one person took a chance on me and was willing to take the time to help me grow and learn. I want to be able to take the time as well, and give back as much as I have been given to help other young professionals grow, learn, share and challenge me too.”

**Heather** – “I have a wide variety of experience that I would love to be able to utilize to help grow a mentee, based on their interest and needs: Leadership, Goal Setting, Handling employee or client conflict, Career planning, Project/Program management, certifications, educational paths...Almost anything”



ALICIA TOMLINSON  
Manager, Market  
Expansion | Spectrum



ELIZABETH KWOLEK  
Sales and Marketing  
Director | MCTV



HEATHER ZEA  
Senior Director, PMO |  
Comcast



# Mentoring Program Overview

The Mentorship Program exists to help develop untapped potential, to the benefit of the individuals who participate in the program and the industry as a whole

## Our Mission:

- The mission of the Mentorship Program is to make mentors available to WICT members to assist them with their career advancement strategies. Committed, top-level industry professionals are recruited to serve as mentors for a six-month period. In these one-on-one sessions, mentors provide support, guidance and career advice.

## Our Philosophy:

- Our philosophy is to **empower women** by having them **think critically** about themselves, their goals - personal growth and development, and career aspirations.

# Mentoring Program Goals/Purpose

- One-on-one mentoring
- Continued learning
- New skills development
- Insight into the industry strategies/priorities
- Strengthen communication and collaboration
- Increase commitment and sense of connection
- Enhance and promote diversity of understanding

# Mentoring Program Protégé Goals

- Take responsibility for individual career and leadership development.
- Recognize skills needed for success and find developmental opportunities needed to develop those skills.
- Gain a better understanding of organizational values, relationships, and unwritten rules.
- Increase exposure and access to WICT professionals at different organizational levels.

# Mentoring Program Expectations

- The program is designed to enable the Protégé to proactively guide and manage the partnership.
- The time investment is one-hour meeting per month, either in-person or by phone.
- It is important for both participants to clearly define their expectations during the first few meetings. Creating a shared commitment to the goals and outcomes early will help ensure a successful partnership.

# Program Calendar At Glance

- June
  - Mentor/Protégé Connect
  - Webinar #1: Leading through Uncertainty
  - WICT Mentor Committee Check-In with Mentors and Protégés
- July
  - Mentor Protégé Connect
  - Webinar #2: Career Paths
- August
  - Mentor/Protégé Connect
  - Webinar #3: Personal Branding and LinkedIn Tips

# Program Calendar At Glance

- September
  - Mentor/Protégé Connect
  - Webinar #4 Managing Up
- October
  - Mentor/Protégé Connect
  - Webinar #5 Executive Presence
- November
  - Program Wrap-up
  - WICT Greater Ohio Year-End Event & Mentor Program Recognition

# Tips for Protégés

- Leverage your time with your mentor. Be respectful of this relationship.
- Keep commitments agreed to with your mentor.
- Come to meetings prepared with a plan of action and follow-up with next steps.
- Be curious and open. Your mentor will present you with new perspectives and advice based on life experience--take advantage!
- Be flexible. Ask for adjustments if your personal or professional needs change.

# Tips for Protégés

- Communication is key. It's your role to proactively communicate with your mentor about scheduling.
- Respect and value each other and the ways you're alike and different.
- Listen to each other's viewpoints.
- This relationship is about candor, trust, and honesty, so keep your meetings and discussions confidential.

# Tips for Mentors

- Commit to focused time. Expectation is one-hour per month for the 6-month program. Be clear about your availability, and avoid multi-tasking.
- Set expectations and boundaries. Define the roles, expectations, and goals for each of you.
- Be a resource for information and skill building. Suggest appropriate skills training and opportunities for professional growth.
- Be accountable and flexible. Hold your Protégé accountable for her commitments to your shared goals. Be open to renegotiating the relationship if personal or professional needs change.



# Tips for Mentors

- Be curious and communicative. Serve as a confidante to your mentee by providing objective, appropriate, and timely professional advice.
- Respect and value each other and the ways you're alike and different.
- Listen. Try to understand the other person's perspective.
- This relationship is about candor, trust, and honesty, so keep your meetings and discussions confidential.





# The Value of Mentorship

**Jeff Gehrig, Area Vice President of Field Operations, Charter Communications**



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# Leader priorities

1. DO RIGHT BY EMPLOYEES/PEERS
2. DO RIGHT BY CUSTOMERS
3. DO RIGHT BY YOURSELF
4. DO RIGHT BY THE COMPANY
5. BE ACCOUNTABLE
6. HAVE FUN

1. CHALLENGE YOURSELF TO BECOME A BETTER YOU
2. LEARN, GROW, EXCEL, REPEAT
3. MAKE MISTAKES, BUT DON'T REPEAT THOSE MISTAKES
4. INVEST IN LEARNING, RELATIONSHIPS, AND YOUR TEAM
5. MAKE A DIFFERENCE IN SOMEONE'S PROFESSIONAL LIFE

Mentoring is...

motivating,

teaching/learning,

finding untapped potential.

# Maximize your mentoring investment

1. Mutual benefits for mentors and mentees – develop perspective, build relationships, share experiences
2. Recognize learning opportunities – both formal and informal
3. Create perspective – figure out what makes a good/bad leader
4. Get out of your comfort zone – if you're not pushing yourself, you're not learning/growing
5. Keep an open mind – you don't know what you don't know
6. Monitor your progress – observe reactions of those around you
7. Meet ~~in person~~ through video conferencing – a picture says 1,000 words
8. Find the time to invest in yourself – maximize your investment

# For Proteges...

1. **Define your goals** for this program – write them down
2. **Identify your strengths**, leverage them; **identify opportunities**, go after them
3. **If you're in the job you want**, assess your fitness for the role
4. **If you're not in the job you want**, get advice from those that went before you
5. **Assess your network** – do you have the relationships that you need to grow?
6. **Assess your brand** – what do people think when they hear your name?
7. **Identify role models** and emulate them



# Gill Rider: Leading Like a Swan

Introduction by Lori Maxwell

[Leading Like a Swan](#)



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# Next Steps

- Set your next meeting before you conclude your introductory session today
- Plan to connect every 4 weeks
- WICT Mentor Committee Check-in Call June
  - Please reach out to us prior to our check-in if you have any questions or concerns



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# Thank You for Participating!

**QUESTIONS?**



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