



This project is co-funded by the European Union

THE ME-TOTEM PROJECT – PROGRAM BROCHURE

DELIVERABLE #1

The **MEntoring as a TOol Towards EMpowerment** project is a women-to-women, cross-country mentoring program funded by **EU Commission** aimed at increasing **equality in Economic Decision Making**. The program targets female **MBA students** with the goal of fostering a “top executive/board position” career planning culture, helping younger generations overcome critical moments and social pressures in the career path.



Mentoring plays a critical role in the progression of women professionals in all sectors. **Lack of mentoring, exclusion from networks, and absence of women role models** are cited as key barriers to career advancement for women.

THE PROGRAM

- **25 highly motivated female MBA students** selected among full-time MBA of INSEAD, Bocconi and Vlerick Business Schools will take part into a **woman-to-woman group mentoring program** from May to December 2015
- **5 top executive women with an international profile** will lead the mentoring groups

GOALS

- ✓ Foster an “**ambition is not bad**” culture among junior women
- ✓ **Prepare them for the challenges** they will face in the career path
- ✓ Create a **collaboration environment** between junior professionals and top executive
- ✓ **Understand the importance of networking**
- ✓ Present **female role models**

BENEFITS

- ✓ **Improve professional skills** and knowledge
- ✓ **Receive guidance** on making career choices and on strategizing how best to achieve objectives
- ✓ Benefit from **advice on unwritten rules** and insights into the informal politics of organizations
- ✓ Benefit from a **role model**, inspiration
- ✓ Grow in **self-confidence**



ME-TOTEM has been developed by PWA Milan and will impact 8 European countries (Italy, Belgium, France, Germany, Poland, Portugal, Spain, UK) in cooperation with PWN Global.

