

WOMEN
IN STONE

2024 Mentorship Program

KICK Off WEBINAR



Today's Agenda

- ▶ Registration & Pairing Guidance
- ▶ Mentorship Logistics
- ▶ Your Experiences
- ▶ Next Steps

Registration & Pairing Guidance

Pairing Options

ROLES

- ▶ Mentor
- ▶ Mentee
- ▶ Peer-to-Peer

FOCUS CATEGORIES

- ▶ Sales, Marketing & Communication
- ▶ Leadership & Career Advancement
- ▶ Stone Industry Knowledge
- ▶ Technical Knowledge

EXPERIENCE

- ▶ Years in Industry
- ▶ Years in Field
- ▶ Job Title

GOALS & PREFERENCES

- ▶ Open Ended Questions

COMMUNICATION STYLE ASSESSMENT

Eligibility

- ▶ Fluent English
- ▶ 6-Hours Throughout 2024
- ▶ Commitment to Scheduling Meetings
- ▶ Eligibility for Natural Stone Institute membership



Roles

- ▶ Mentors all have a genuine desire to help their mentees succeed.
- ▶ Mentees all have interest and motivation to further their careers in this industry.
- ▶ Peer-to-Peer are looking to expand their professional networks.
- ▶ **Be open to the benefits of cross-over pairings.**

Focus Areas

- ▶ **Leadership/Career Advancement.** Focused on advancing your career and developing leadership skills.
- ▶ **Stone Industry Knowledge.** Focused on sharing what and who you need to know to be successful in the stone industry.
- ▶ **Sales/Marketing/Communication.** Focused on sharing sales & marketing techniques and experience related to selling stone and communicating with customers.
- ▶ **Technical Knowledge.** Focused on increasing knowledge about stone including fabrication, quarrying techniques, testing standards, stone sourcing, etc.

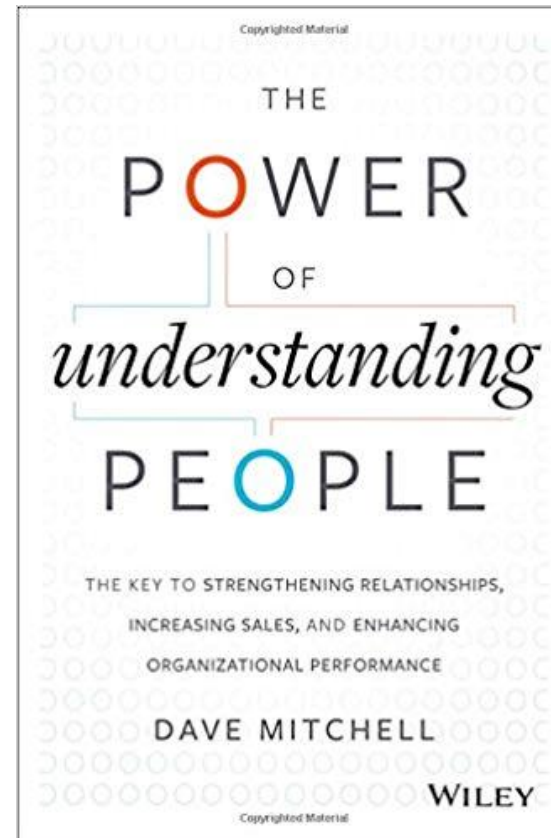


Career Development Goals Worksheet

- ▶ Prior to registration, mentees are strongly encouraged to sit down with their supervisors to complete this worksheet
- ▶ Be aware of these goals and try to focus conversations around them

Communication Styles

- ▶ Each participant will be profiled
- ▶ Opposite styles will be avoided during pairing
- ▶ Tips will be provided for communicating with your pair based on their style
- ▶ Watch Webinar: How to Be Resilient: The Power of Understanding People
- ▶ <https://naturalstoneinstitute.org/university>
- ▶ Search 'Power of Understanding'



Mentorship Logistics

How much time will this take?

- ▶ 1 hour per month on the phone or video chat with your mentor.
- ▶ PLUS some time offline-
 - ▶ Review guidance documents prior to the phone call.
 - ▶ Some months there is homework.
 - ▶ If your mentor sends you reading material, take the time to read it.
- ▶ You might have questions that need answers ASAP, before your next scheduled meeting. This is generally OK- but try to keep in-between conversations quick.





How should you meet with your mentor?

Video Chat- **STRONGLY RECOMMENDED**

Facetime, Zoom, Teams, Gotomeeting, etc.

Phone

In Person

If geographically possible

At an industry event

How should you schedule appointments?



It is the mentee's responsibility to drive the relationship.



Try to determine a recurring time slot (3rd Monday of the month at 1:00 pm)



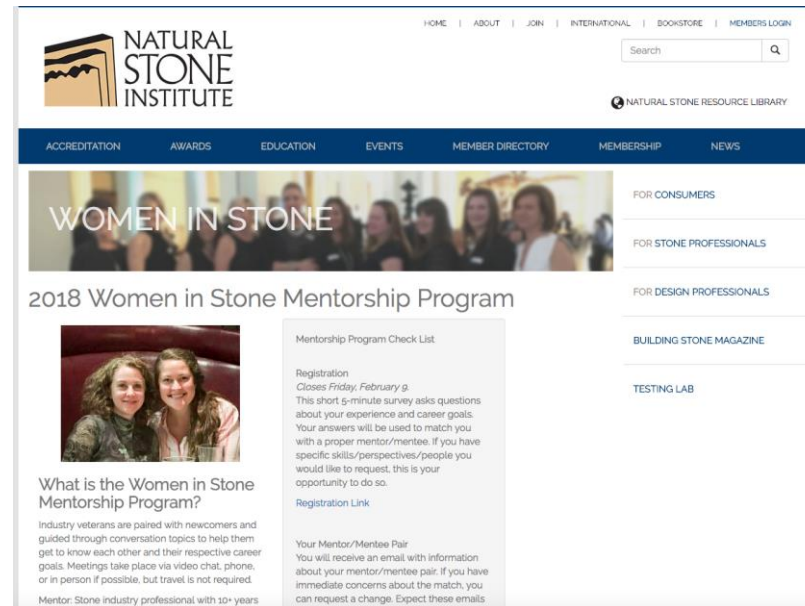
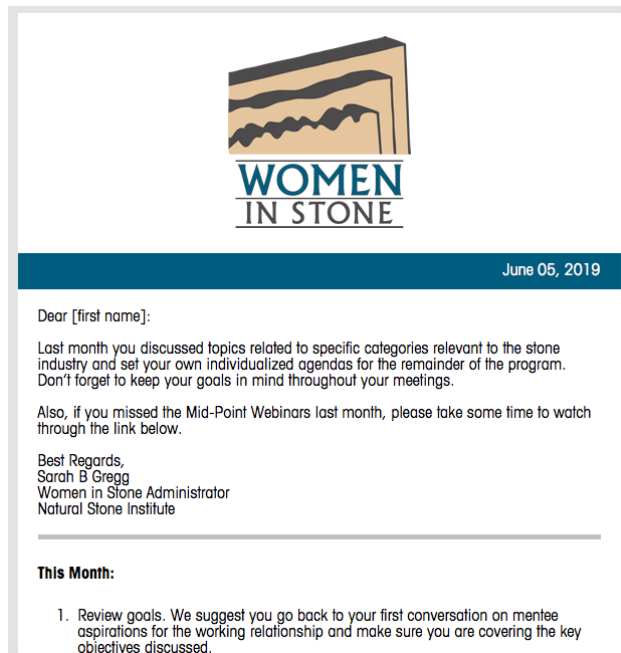
Propose 2-3 time slots and ask your mentor to choose



Schedule reminder or send a message the day of your meeting

Monthly Guidance

- ▶ Emailed once a month, first Wednesday
- ▶ Check spam folder
- ▶ Access on website
 - ▶ www.naturalstoneinstitute.com/wis-mentorship



This Month:

1. Review goals. Read through the goals you set during your last meeting. Try to keep those in mind as you begin your discussion this month.
2. Conversation topics. In this worksheet, you will find many questions organized by category. We suggest reading through them before your 3rd meeting and highlighting the things you want to go over during your call. You will not be able to get through everything in one call, but you can keep it around for future meetings. This is your last guidance worksheet, and if you have trouble figuring out what to talk about, you can fall back on this worksheet for ideas.

Conversation Topics Worksheet

3. Set agendas. At this point in your relationship, you have gotten to know one another and your respective career goals fairly well. Use your insights to set individualized agendas for the months of June, July, and August. You can refer to previous guidance worksheets to help you, or simply jot down topics you wish to review. Don't forget to schedule your next meeting before you end your May conversation.

Mid-Point Webinars

Webinars:

We will be holding 2 webinars in May. These are not required, but may be helpful for some. This can be a crucial point for some mentorship relationships- after the 'get to know you' phase and leading into where the real progress happens with individual goals. Several people participating in the program, will share their experiences. This will give you a chance to gauge your progress and collect tips for getting to the next point.

To RSVP, reply to this email with the date you would like to attend.

Wednesday, May 15th, 4:00 pm Eastern

Friday, May 17th, 12:00 pm Eastern

Guidance Emails



MENTORSHIP PROGRAM | MONTH THREE

Stone Industry Specific Conversation Topics

Sales, Marketing, Communications- Focused on sharing ideas and experience related to selling stone and communicating with customers.

1. Discuss your company's social media efforts.
2. What sort of training do your sales people have access to?
3. What experience do you have with email marketing?
4. Does your website produce leads?
5. Analyze your company's online presence.
6. What types of advertising does your company do?
7. How do you interact with customers that you aren't currently working with? –once a year?
8. How to attract walk-ins.
9. How to track where your leads are coming from.
10. Identify your target market. Commercial or residential. Job size. Demographics.
11. Does your company send product samples? What does your typical sample pack consist of? Do you follow up with customers after samples have been sent?
12. Do you participate in trade shows?
13. Does your company have a sustainability program that might attract customers?
14. Has your company been involved in any LEED certified projects? Do you/How do you market that kind of information?
15. Do you survey your customers after a project has been completed? What kind of feedback do you ask for (quality of the product, quality of craftsmanship, timeliness, customer service, ease of use/installation, packaging quality, etc.)
16. Is your company involved in your local community?
17. Do you have a sales manager? If so, has the sales manager identified the goals of the sales team and you as an individual?
18. How many people within your sales team?
19. Do you have weekly / monthly sales meetings to review the goals of the sales team?
20. Are you commission or salary based? What personal goals have you set for yourself?
21. What is your follow up style?
22. How do you keep track of potential sales, and how often do you follow up with clients?
23. Who is your competition? Do you know their sales team, goals, and communication style?
24. What is your personal communication style? Do you prefer face to face communication, or communicating via phone or email?
25. Discuss the Use Natural Stone promotional campaign, powered by Natural Stone Institute. How else can we all work together to promote the industry? Where does the money come from?
26. Discuss our attempts to pass legislation for a Check-Off Program (similar to Beef its what's for dinner, [The incredible edible Egg](#), [The touch the feel its Cotton](#), etc). How could this help natural stone?

Guidance Documents

- ▶ Suggested topics of conversation
- ▶ It is not required that you follow them

Your Experience

What were your favorite conversation topics?

- Sales, Marketing & Communication
- Leadership & Career Advancement
- Stone Industry Knowledge
- Technical Knowledge

What challenges did you face during your mentorship and how did you overcome them?

- ▶ Confidence as a Mentor
- ▶ Busy Schedules
- ▶ Unresponsive Pair

Other Tips?

Next Steps

NaturalStoneInstitute.org/WISMentorship

- ▶ Career Development Goals Worksheet
- ▶ Registration & Pairing Form
- ▶ Registration Closes Friday, February 9
- ▶ Watch For Email with Your Match by the end of February
- ▶ First Meetings in March

PRESENTED BY



WOMEN AMAZING RACE IN STONE

- ▶ Wednesday 1:00 – 2:30pm
- ▶ Pre-Register at Natural Stone Institute's Booth #4711
- ▶ Race begins in the Stone Theater

THE STONE THEATER





Call to Action Meeting

Tuesday, February 13, 2024

2:00pm – 3:00pm ET

Naturalstoneinstitute.org/events

Looking for a way to take your involvement with Women in Stone to the next level? Volunteer your time and talents by serving on a committee or work group. Help this thriving advocacy group accomplish its goals by getting involved. Come to this meeting to learn more about each opportunity and raise your hand to get involved.

Questions?