

# my mentor

challenging Indian  
women to step up

The new CD/DVD  
based program  
for women

*Convenient, cost effective  
and featuring tips from  
India's most successful  
business women*

Take the challenge NOW!

*Maureen*



Delivered by **Maureen Frank**

emberin   
inspiring people performance  
*people magic*

## It's new! It's exciting! It's fun... and if you commit – it could be life changing!!

The *my mentor* – challenging *Indian women to step up* program is a world first – it is a technologically based educational program especially designed to help women create the careers they deserve and that they are capable of - AND manage their multiple lives as well!!

That's right – this is the first ever women's mentoring program which is available as a program of CDs, DVDs and a person workbook. It is designed to make learning easy and accessible – i.e. on the way in on the train, at 10pm when the kids are asleep – whilst you are busy doing other things.

The *my mentor* program includes the most up to date processes for dealing with some of the key business issues women have told us they have. The program includes mind challenging exercises, thought provoking information and examples, cutting edge 'knockout' tools, interviews from some of India's leading corporate business women and demonstrations of some challenging scenarios and how to deal with them.

For the committed participant – this program is guaranteed to inspire, energise and create momentum that can be life changing.

This cutting edge program is designed to put you 'in training'. Your trainer is award winning Australian entrepreneur, Maureen Frank – her approach: is no nonsense, tell it how it is, confront the issues head on, take responsibility for the results you get in your own life – and just grit your teeth girls and knock 'em out!

The program is currently receiving rave reviews from corporate Australasia with it being piloted now by Top 100 companies and multinationals in Australia, New Zealand and throughout Australasia.

## A quick overview of my mentor India:

- Created by Maureen Frank (whose Father was born and raised in Mumbai) especially for women
- Distributed through Emberin Women's Empowerment Solutions Pvt Ltd, Emberin's Indian Subsidiary
- A self-guiding CD/DVD/Workbook mentorship program to run over 10 weeks
- Challenges women to step up – personally and professionally
- Mentorship is one of the key things women have identified that they want out of a job
- Used by Accenture, Yahoo, Ge Money, Nasscom and Pricewaterhouse Coopers in India and over 30 of Australia's largest companies including Australia's largest telecommunications company and largest bank.

## What's in my mentor?

Inside your own *my mentor* kit you will receive 10 CDs, 2 DVDs and a personal workbook which follows the *my mentor* program.

The program covers 10 modules:

- |           |   |
|-----------|---|
| Module 1  | Decide that the time is NOW!                                    |
| Module 2  | Do you know who you are? Your own personal brand.               |
| Module 3  | Taking calculated risks. Shift the mindset.                     |
| Module 4  | Building your career plan and your strategy.                    |
| Module 5  | Increasing your visibility and your network.                    |
| Module 6  | Playing and communicating to win.                               |
| Module 7  | Becoming a master influencer.                                   |
| Module 8  | Negotiating to win – win.                                       |
| Module 9  | Striking the balance – creating work life balance in your life. |
| Module 10 | Go for the KNOCK OUT!   |



## Who is interviewed on the DVDs?

Maureen Frank shares insights with leading Indian women who have risen to the top of some of India's largest and most successful organisations.

Some of the women featured include:

- Shobhana Bhartia – HT Media Ltd
- Mrinalini Ingram – Cisco
- Ganga Sharma – formerly of Hewlett Packard
- Lorraine Rodrigues – ANZ India
- Sangeeta Singh - KPMG
- Shubhada Rao – Yes Bank
- Asha Kaul – India Institute of Management
- Sujitha Karnad - Siemens
- Meena Ganesh – formerly of Tesco

## How to pilot the my mentor program

A good way to see if *my mentor* can be effective in your organisation is to do a pilot – or trial. This way a sample of women can undertake the program and provide valuable feedback. Ideally you will start to see some immediate results as to how the self guiding mentorship is changing their professional and personal lives – for the better! It is recommended that organisations pilot the program with a minimum of ten participants so women can collaborate with each other, share the learning and support each other in the development of new skills such as networking and negotiation.

Following the pilot many organisations can implement the program widely across multiple levels of their organisation. The kits must be purchased first in order to do the pilot.

When you are ready, there are five simple steps to getting a pilot started:

1. Commit to the women in your organisation by doing a pilot of the my mentor program (suggest minimum 10 and up to 100 - it needs to be sufficient to get a good sample)
2. Send out an email to Managers to nominate staff or an email direct to the ladies asking them to nominate themselves (**emberin** can provide templates)
3. Select ladies and decide start date, form of launch (e.g. teleconference call, face to face)
4. briefing - **emberin** can coordinate) and send an email telling the ladies and managers what's happening
5. Advise **emberin** of number of kits you need to purchase and we will have them delivered direct to each lady or to a central point in your organisation for distribution (minimum a week from start date)
6. Determine whether you will send out the emails to the ladies and managers throughout the program (templates provided and tailored for your needs by **emberin**) or whether you would like **emberin** to do it on your behalf – and get started!



## What support tools can you access from emberin?

**emberin** provides a range of tried and tested support tools to help you successfully run the *my mentor* program in your organisation. These include:

- Project Management Guide which sets out instructions on how to select participants, how to run the program including copy for emails, as well as Frequently Asked Questions
- Peer Mentoring Support Guide which provides instructions and agendas for participants to form their own peer mentoring groups and how these can work
- Surveys for your participants to complete mid and end program and a report\* on the results
- A blog site\* for your participants to access which provides interactive peer support and discussion. **emberin** will monitor this\*.
  - The items marked with an \* are at an extra cost



## Why does each participant get their own personal my mentor kit?

*my mentor* has been created intentionally in kit format so that the recipient feels they have been given a lovely gift - a gift from their employer. The effect on women is quite powerful - similar to the effect of giving a woman flowers or another personal gift. The ability to repeat modules within the program throughout the career of each participant is a

key benefit of the learning. **emberin** has priced the program to reflect one participant or 'licence' per kit and if it was intended it to be replicated the pricing would have been much higher and priced accordingly.

*my mentor* has been created deliberately for individuals. It cannot be copied and if an organisation or individual was to do this they would be breaching **emberin's** copyright. Organisation's participating in the program will be required to sign an agreement confirming they will not copy the programs for others.

## About the Creator of *my mentor* India - Maureen Frank



Maureen is honoured to bring her program to India as it has always been her dream to 'give back' to the wonderful women of India.

Maureen's father was born in Mumbai and her life has been strongly influenced by her grandmother Celine, who raised three children on her own as a widow in Mumbai, and her amazing Aunt Doris who lived in India for most of her life.

Maureen has been publicly recognised as one of Australia's top business leaders due to her stunning success in the mergers and acquisition industry in the UK and Australia. An advocate for the advancement of women in the workplace, she is also an international expert on gender diversity, a sought after conference speaker and



consultant, and author of the highly successful, **You Go Girlfriend**, a 'how to' book aimed at inspiring women to believe they can be successful in the upper echelons of business

As a senior executive in the UK and Australia, Maureen garnered a score of business accolades after excelling for more than a decade in the highly competitive mergers and acquisition industry.

In 2006 she formed **emberin**, an organisation specializing in assisting companies retain, attract and grow their female staff. Already, the pioneering programs she has developed have resulted in significant and enduring changes benefiting both women and men within her rapidly growing client base.

Maureen has a Commerce/ Law degree from the University of Queensland and is a qualified solicitor, but more importantly she has a strong belief that women can do whatever they put their minds to. She lives in Brisbane and is a doting mum of twin girls, Celine and Georgia, born in 2000.



## About our Director - Partnerships - Anita Pahor

Anita Pahor joined emberin in January 2009 in the role of Director, Partnerships. Anita's responsibilities include managing strategic relationships with emberin clients worldwide particularly in India.

Before joining emberin, Anita served at Opportunity International, a leader in microfinance, in the role of Director, Marketing & Donor Services. Anita engaged hundreds of women around the issue of global poverty with a particular focus on India and the Philippines. She pioneered and was the Executive Producer of the acclaimed documentary "In Her Footsteps" ([www.inherfootsteps.com](http://www.inherfootsteps.com)) showcasing Australian women leaders in philanthropy.

Prior to that, Anita held a number of senior executive roles in the renewable energy sector having worked for ten years internationally. As Senior Vice President, her portfolio included organization development, human resources, gender diversity, quality systems, health and safety, learning and development and government relations. Anita is passionate about seeing the potential of women unleashed and has spent significant time working with women around the world in a training and mentoring capacity.



[anitap@emberin.com](mailto:anitap@emberin.com)



## my mentor Corporate Order Form

Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Email \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Date   /  /  

I would like to order \_\_\_\_\_ my mentor kit/s @ \_\_\_\_\_ Rupees per kit plus shipping  
 (shipping costs to be advised upon receipt of order)

### Pricing Structure

Prices are launch prices and are valid until the 30th June 2009.

<b>No of units</b>	<b>Cost per unit</b>
1-10kits	6,000 INR per participant
10 – 100kits	5,000 INR per participant
100 – 500kits	4,500 INR per participant
>500kits	4,000 INR per participant

My Mentor Pricing Structure as at 1st July 2009

1-10kits	7,000 INR per participant
10 –100kits	6,000 INR per participant
100-500kits	5,500 INR per participant
>500 kits	5,000 INR per participant

Shipping address  As above  As below

Name \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City \_\_\_\_\_  
 Postcode \_\_\_\_\_





Our brand exists to inspire and ignite the potential within people.  
Together our collective courage and intelligence will spark positive  
and welcome change in the way people think and work.

When we inspire people to embrace the truth  
and act deeply then we change our world.

*That's when magic things happen.*

## Core brand values

**We EXCITE –**  
Because we believe in people.

**We EDUCATE –**  
Because we are master clarifiers.

**We EMPOWER –**  
Because we will reach deeper potential.

**Emberin promises people magic –  
and we keep our promises.**