



The Womentorship Guide

Women helping women
#breakthebias



Defining Womentorship

Womentorship /'wʊməntɔːʃɪp/ noun

'Womentorship' is acknowledgement of the profound impact that both having and becoming a mentor has on women's lives.

It is a celebration of what's possible when we both learn from and teach other women. When we both find the courage to ask for, accept and give help openly and often.

It is central to how we *#breakthebias* and create equality for women.

So reach out to more women who inspire you.
Create opportunity for women around you.
Be generous with your time, and creative with your support.

When women unite to create a circle of womentorship, great things happen.

How to Practice womensorship everyday.

- Be available for a chat when anyone in your network reaches out for advice.
- Update your social channels letting people know that you are looking for people to connect with in your industry.

"When I was young, I loved books and I wholeheartedly believe them. But when I got older, social media came, and it widened our world. Our fields of knowledge are expanding beyond our imagination. The fun part is choosing our personal ideology or experience. My tip is to listen and read from different sources and then analyze and select what is right for you. We all have our ways of life. So I think that eventually, you'll have to go with your instinct. You have to look for different possibilities. It might not come easily at first, but people around you are the most reliable choice when this happens. I always choose to talk and ask for advice instead of just keeping it to myself."



Phannapast Taychamaythakool

Artist / @phannapast

How to find a mentor or mentee.



Hannah Bronte

Artist / @hannahbronte

"Besides applying for formal mentorship programs, don't forget to look out around you for women who show up for you and share the same creative practice and processes as you."



Angela Ho

Artist / @ahoyvisualart

"Surround yourself with people who do what you do, get involved in your local creative community as well as online communities where the entire world is open to you. I think that people of like minds tend to find each other, whether in real life or via social media, wherever they may be located, and from there a mentor may organically arise. There are also many organised programs for profession-specific mentorships too, do some research and keep your eyes open for these."



Engaging in Womentorship



Important questions to ask your mentor or mentee.

Mentors

Things to ask:

- What do you want to achieve in the next 6 or 12 months? This helps put goals in perspective.
- What are you doing that's helping you achieve your goals, and what are you doing that's a barrier? This helps them identify their strengths and areas of improvement.
- How can I help you achieve your goals?



Mentees

Things to ask:



Christy Chow
Artist / @christy.chow.art



Zoe Zora
Disabilities Advocate /
@zoraaax6

"Do you have a motto?
How did it become your motto?"



Rebecca Eu
Social Entrepreneur /
@becseu

"In my experience I think the important question you should ask your mentor is how they got to the position they are in now. It would be helpful to get more comfortable with your mentor. You can also ask your mentor the struggles they had to go through at the start of their journey."

"Ask them about the biggest obstacles they've faced and how they've overcome them to help you understand how to handle difficult situations better."

How to get the most out of your Womentorship relationship.



Angela Ho
Artist / @ahoyvisualart

"To have a line of communication to someone with valuable experience is a gift, make the most of it but keep in mind that your mentor is most likely an extremely busy person so keep your communication succinct when messaging or emailing them. Longer discussions can be kept for face-to-face meetings or phone/video calls. I imagine most mentors enjoy learning about their mentees too, so don't be afraid to speak openly and be yourself."



Rebecca Eu
Social Entrepreneur /
@becseu

"Honest sharing and regular check-ins are extremely helpful. When we don't have those check-ins I don't have someone I can bounce off my ideas with and it is always beneficial to have someone around who has your best interests at heart. Without that person, it is easy to forget our purpose or lead ourselves to be overwhelmed by the obstacles we are facing. Working with women is a collaborative effort and we are much better at empathising with one another than we think."



Desley Maidment
Co-founder & CEO
State of Escape

"Mentorship is about having a support network to rely on in the good and the difficult times. Don't be afraid to ask for help. Sometimes it takes that support network to pick you back up off the ground and say 'You're going to do it, it's going to be OK'. Or they can help give you perspective on challenges and identify other ways to tackle a problem."



Inspiration for Womentorship



Womentorship success stories.

"I think Womentorship has played a big role in making me the confident woman I am today. I was not always like this but because I had a women mentor I felt like I was understood and was reminded that I'm not the only one facing challenges as a women in society, so it gave me the confidence I needed.

My relationship with my mentor is really good because I was able to relate to so much of my mentor's experiences in life. Now we are really good friends too and my mentor still supports me on my difficult days. The relationship with my mentor benefited me a lot because it gave me the confidence I was lacking to live life, take chances and get over my fears.

My relationship with my mentor reminded me to take one day at a time and not be so hard on myself and it's important to realise we all need help some days and we do not have to shy away from asking for help. Now I remind my mentees of this too."



Zoe Zora

Disabilities Advocate /

@zoraaax6



Womentership brought to life with Hannah and Carla



*Artist Carla Zimbler is mentored
by fellow artist Hannah Bronte.*

"Womentorship and my relationship with Hannah has taught me how to know my worth. Hannah helped build my confidence and find the language to be able to be more assertive and stand my ground.

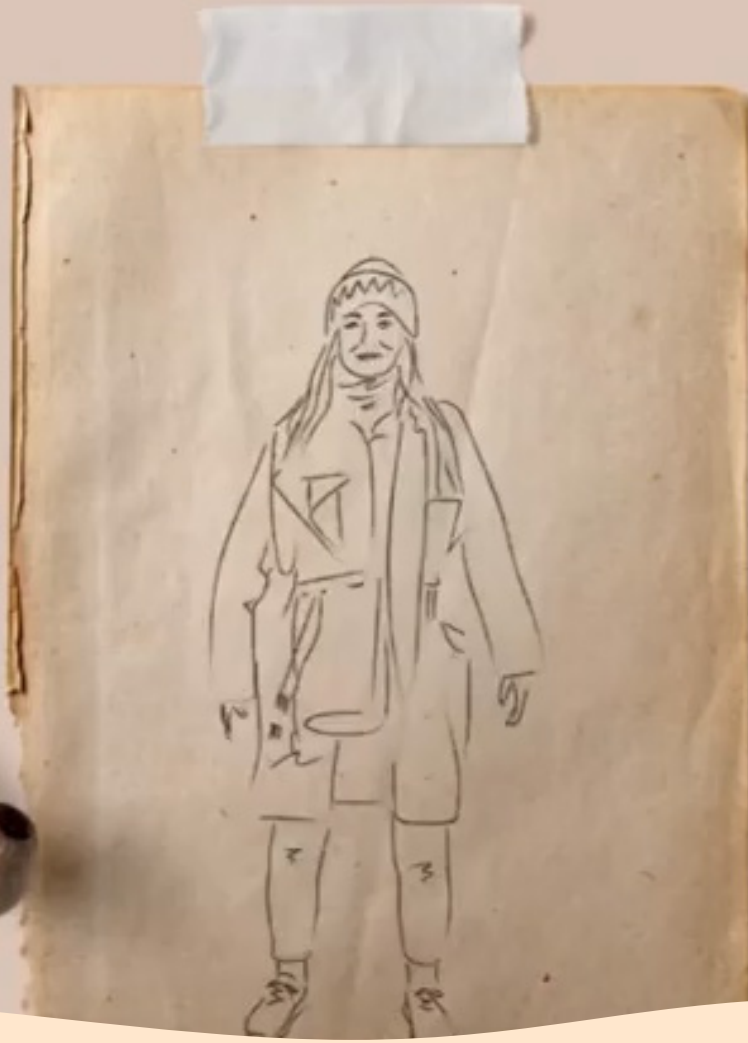
She taught me how to manage and prevent burn out, and feel confident in my technical abilities. That my artwork is unique and can't be replicated and this is what sets me apart from others.

But most importantly, that artistic work has value and there is a safe space for me to do this work."



Carla Zimbler

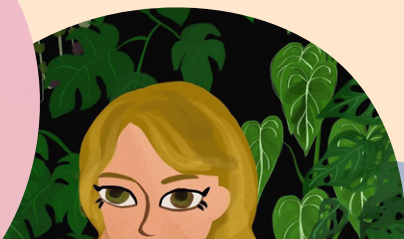
Artist / @carlazimbler



"In a world of Milk Arrowroots, being a Monte Carlo can be a hindrance, not a help. I was asked by Adobe to create an artwork inspired by the theme of #Womentorship and my mind *immediately* zeroed-in on these words of wisdom shared to me by my mentor Monica Davidson. Through this image, I hope Monica's words inspire more peacocks to ditch their pigeon disguise and embrace the glorious plumes within."



Frida Las Vegas
Artist and Designer
/ @fridalasvegas





"I've always been in a unique position in the design industry where I've always worked with females and I feel like they've had such a huge influence on me and the designer that I became. And I've always loved working with fellow females because there's just a unique bond that you develop.

I actually have a great mentor and mentee relationship with my niece who is a textile designer. We have a real two-way relationship where I have the expertise from my years in the industry, and she brings fresh creative eyes that I really respect because she's got her finger on the pulse. So we teach and support each other in different ways."



Brigitte MacGowan

Co-founder and Creative Director, State of Escape



Valuable things you've learnt and want to pass on:



1. *"Failure is not just common but necessary. Young women need to be fearless and embrace failure for its ability to push and challenge you to be better, rather than seeing it as a mark of your shortcomings."*

Janie Lim
Adobe Executive

2. *"If I had advice to anyone starting on their creative journey it's surround yourself with people who believe in you. Don't let anyone confine you. Create for yourself."*

My big turning point was when I stopped doing what I thought people wanted or comparing myself to others and started creating just for myself."

Bobbi Lockyer
Creator/ @bobbilockyer



Frida Las Vegas
Artist and Designer
/ @fridalasvegas

3. *"Contrary to the saying 'life is short', life can actually be quite long - so there's no time like the present to make a start on your dream project."*

It's important to allow yourself as much time and space as you need to develop your skills.

Learning and growing with your chosen medium can be deeply satisfying in a way that only comes from doing something over and over again until you reach a level of mastery that is uniquely your own.

Create your own personal universe, feel the fear and do it anyway."

4. *"Don't compromise, don't let someone tell you who you need to be or what your art practice needs to be."*

Find time to experience excitement and joy and living and being present."

Hannah Bronte

Artist / @hannahbronte



5. *"My mentor shared with me the experience of believing in ourselves. We believe that we all have different patterns in life, and nobody can completely follow someone else's path. When you have to make a decision, following your mentor blindly is not fair for yourself and your mentor. Instead, we listen to different knowledge and experience with an open mind and use them to help us decide. When we choose for ourselves, we can truly embrace the outcome no matter what it is. I think this is how you learn to grow."*

Phannapast Taychamaythakool

Artist / @phannapast



6. *"I had been debating about having kids for a long time because I thought motherhood and artist career couldn't coexist. But my mentor showed me how to be an artist and a good mother at the same time, by making artworks wisely and focusing on the concept instead of quantity."*

Christy Chow

Artist / @christy.chow.art



7. *"It's OK to be a peacock in a world of pigeons."*

Frida Las Vegas

Artist and Designer / @fridalasvegas





Share in the power of 'Womentorship' and celebrate all that #WomenCreate. Reach out to women who inspire you and start a conversation. Create opportunities for women generously and creatively. Share your stories and experiences to inspire others.

Womentorship has a profound impact on both mentees and mentors, so get going!

Find out more about Womentorship at
www.adobe.com/au/lead/creativecloud/spotlight/women-create

