



## PWB Mentorship Committee

**Mission:** We are a supportive community dedicated to fostering collaboration, mindful mentorship, and collective growth by sharing experiences and empowering women in the construction industry, and specifically within the PWB organization. Our aim is to create a dynamic platform where we can openly discuss topics relevant to us and to create opportunities to learn from one another as professionals and individuals. By sharing our experiences, insights, and resources, we aim to empower each other to thrive in our careers and to strengthen existing and create new bonds with our female peers. Whether a seasoned professional or just starting out in your career, we invite you to join us in building a stronger, more connected community of women in building. Together we can inspire each other, learn from one another's experiences, and pave the way for greater representation and opportunities in our industry.

### Objectives:

- **DEVELOP PEER-TO-PEER MENTORSHIP GROUPS**
- **FOCUS ON PWB PEER EMPOWERMENT OVER 3 CATEGORIES:**

#### 1. Work Hard/Play Hard

Recognizing the importance of achieving a harmonious balance between professional excellence and personal fulfillment, we will delve into the dynamics of balancing career aspirations with personal responsibilities, including the importance of family as well as prioritizing self-care. We will exchange insights, strategies, and experiences for effectively managing our time, energy, and priorities. From sharing strategies and time management techniques for managing demanding work schedules including business related travel with family and personal time to discussing successful ways to advocate for yourself in male-dominated environments, this group will provide a platform to exchange ideas and support one another to live fulfilling lives both inside and outside of work. We will address broader issues specific to women, such as gender bias, diversity, and inclusion, striving to create awareness and the possibility of a more equitable and supportive industry for all. Whether it's navigating long hours on the job site, dealing with workplace expectations, or addressing gender disparities in leisure opportunities, we will provide a supportive space to discuss these challenges and share strategies for overcoming them. By embracing the "work hard, play hard" ethos, we empower each other to achieve professional success while also prioritizing family and our well-being and enjoyment of life. Whether you are seeking tips for achieving a better work-life balance, looking for recommendations on navigating family planning and motherhood as a career professional, seeking respite and self-care suggestions, or simply craving connection with like-minded women in the industry, we invite you to join us in exploring the intersection of work and play. Together we can inspire each other to lead fulfilling, balanced, and empower lives as women in the home building industry.

#### 2. Market Yourself and Your Business

Explore the power of marketing and harness its potential to elevate yourself and your business. Dedicated to empowering women to amplify their voices, showcase their expertise, and enhance their professional presence while exploring the art of marketing across various platforms. We will delve into the intricacies of marketing strategies, emphasizing the importance of leveraging diverse platforms to promote yourself and your business effectively and efficiently. From social media, networking, and professional publications, we will discuss practical tips, success stories, and best practices for maximizing visibility and engagement. Additionally, we will address specific challenges that women encounter in marketing themselves within the home building industry. Whether it's navigating stereotypes, breaking into male-dominated networks, or overcoming imposter syndrome, we will provide a supportive environment to address these issues head-on and offer shared experiences, and advice to assist in developing your personal strategies for success.

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### **3. Manage Your Money**

Navigating finances can be particularly challenging for women, who often face unique obstacles such as gender pay gap, career interruptions, and societal expectations. We will dive deep into various aspects of financial management, from budgeting and saving to investing and retirement planning. We will exchange practical tips, strategies, and resources for optimizing financial health and building long-term wealth. Whether you are a business owner looking to streamline your company's finances or an individual seeking to strengthen your personal financial foundation, this group will cover a wide range of topics including specific issues that impact women in the home building industry, such as access to capital, negotiating fair compensation, and balancing financial opportunities amidst career advancement. By sharing our experiences and insights, we empower each other to overcome financial barriers and help one another to reach personal and professional goals and to achieve financial independence. Together, we aim to cultivate financial literacy, resilience, and confidence among women in PWB, enabling us to thrive personally and professionally. Whether you are just starting your financial journey or looking to refine your existing strategies, we invite you to join us in exploring the power and privilege of financial management and charting a course toward financial success.