

A woman with blonde hair, wearing a dark blazer and black boots, stands on a wooden floor, holding a microphone and smiling. In the background, there is a large mirror reflecting a person, a whiteboard with the word 'MENTOR' visible, and a black speaker on a stand. The room has red curtains and a white door.

MENTOR•HER

WORKSHOPS & TALKS

Book a talk or workshop with Mentor Her's
founder, Katie Doyle.

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MENTOR•HER

Mentor Her hosts a six week program operating online and worldwide. We match Mentors and Mentees across the corporate world, entrepreneurship, career and self development.

Mentors and Mentees meet for one hour every week aided by Mentor Her material, online workshops led by leading ladies who are experts in personal and professional development and a community of ambitious women.



YEAR FOUNDED
JUNE, 2020



PRIVATELY HELD BY FOUNDER
KATIE DOYLE



OUR REVIEWS ACROSS
MULTIPLE PLATFORMS



WOMEN WHO HAVE
STARTED A BUSINESS
WITH THANKS TO
MENTOR HER



MENTORING
HOURS LOGGED



WOMEN WHO HAVE
GAINED NEW
POSITIONS THANKS
TO MENTOR HER

we are an award-winning company, with five star reviews, most recently we have been featured in:

Forbes

MENTORS HAVE JOINED US FROM:

Google

RTÉ

HubSpot

Deloitte.

LinkedIn

verizon✓



AIB

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L'ORÉAL

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& many more!

MENTOR•HER

Meet Your Speaker: **KATIE DOYLE**

Katie Doyle is the founder of Mentor Her. She is a keynote speaker, entrepreneur and business advocate.

Katie's background is varied, with a degree in English Literature from UCD, she was once a certified solo-backpacker having worked and travelled all over the world from bartending in Thailand to working as a videographer in Pennsylvania. After coming home from her wild adventures abroad, Katie began her first business- a group travel agency called Capture Travel in Dublin. During her first few years of business, Katie – with no business experience- struggled to make the right decisions in sales and marketing and longed for a Mentor to guide her. She eventually got her first business off the ground at the end of 2019 and things were going exceptionally well, until Covid-19 hit, decimating the travel industry.



Stuck at home, Katie saw that there were women around the world who had decided to use their time during lockdown to begin their own business and she really wanted to help. But she didn't think it would be suitable to offer herself as a mentor to women she didn't know personally and she felt disappointed there wasn't a platform available for her to offer her help and guidance. After all, she had grown her first business from the ground up and she had lots of experience to share in how to help someone avoid the same mistakes she did. That's where the idea for Mentor Her came from- the worldwide platform took off in September 2020, and runs six week programs five times a year, having already connected hundreds of women, helped launch multiple businesses and grow careers. The business was a Regional Finalist at the 2021 Intertrade Ireland in the start up category and Katie has been featured across Irish press and most recently, a feature in Forbes.com.



Forbes



THE IRISH TIMES

Business Plus

IRISH
COUNTRY
MAGAZINE

EVOKE.ie

1. YOUR UNDERGRAD DEGREE MIGHT **NOT** **WORK OUT.** BUT IT'S IMPORTANT YOU **DO IT.**



When she was in college, Katie Doyle was sure she was going to be one of the great novelists of our lifetime, so she pursued an undergrad degree in English with Film- for which she achieved a 2:1. But it didn't do much for her, in fact- it hasn't done much for anyone in her class. But, at her time in college, she learned something far more valuable about herself in extra-curricular activities: she was a leader.

This talk is about the necessity of college, why you'll grow as a person and why the opportunities that college provides goes well beyond the classroom.

2. THE IMPORTANCE OF **CHOOSING A PATH.** **WHATEVER IT MIGHT BE.**



The big bad world outside of college can often be overwhelming for students who don't understand the opportunities that lay ahead of them after graduating. From corporate roles to entrepreneurship: the point of this talk is that it's important that you choose a path and have a goal to strive towards even if it doesn't end up being your end goal.

This workshop gives an outline of the opportunities ahead of students that lie outside of skilled roles, how you can find a path that is right for you in this moment and how to make a plan towards it, by finding inspiration and motivation to figure out who you could be.

3. THE BEAUTY OF A **GAP YEAR** & **HOW TO FIND WORK ABROAD.**



During the summer months in college and after graduating, Katie worked and travelled around the world on her own: from cleaning toilets as a courier on a campsite in France and Italy, to working in a hostel in Amsterdam, working as a promoter in Thailand, a videographer in Pennsylvania, an English teacher in Cambodia and saving turtles in Greece.

This talk is about the beauty of travelling the world as a young person, key takeaways and recommendations about how to find safe opportunities to work abroad, and how it can change you as a person.

4. YOU MIGHT BE AN **ENTREPRENEUR**. WHAT'S INVOLVED IN STARTING A BUSINESS?



Without any qualification in the business world, any knowledge of running a business and admittedly, never having been on a payroll job in her life: Katie didn't think she could be an entrepreneur either. But she made it happen.

This motivational talk is about how to know if you're an entrepreneur, entrepreneur personality types, what to do if you have an idea, how service vs product based businesses work and what it takes to start a business.

5. WHAT IS **UNCONSCIOUS BIAS**? AND HOW CAN WE OVERCOME IT?



As the founder of Mentor Her- a platform connecting women-with-women, the subject of unconscious bias comes up a lot. But what is unconscious bias and why are organisations around the world now making sure their recruiters and HR teams understand it so that they can avoid it?

This talk can be delivered as key-note-address or in a workshop format to help participants understand the real reason behind unconscious bias, why it exists and what we can do to overcome it.

6. EMBRACING **FEMININITY**: THE IMPORTANCE OF WOMEN AT WORK.



When women first entered the workforce, they thought they should be more like men in order to get along. As the years have unfolded since the 1960s, the way we have perceived leadership, success, consumer marketing and the office community has changed drastically. Alongside technology and industry, the dynamics of women in the workplace have impacted this change.

This talk covers the benefits of women in the workplace, why femininity has long been castigated as a negative attribute and the value it actually brings when it's embraced.

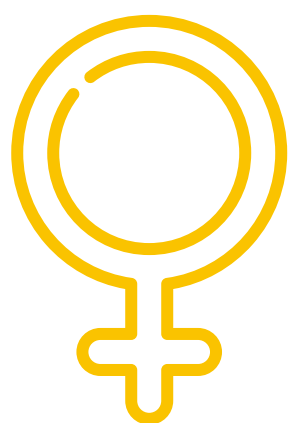
MENTOR•HER *Talks*

Book Katie Doyle, founder of Mentor Her, for a keynote talk. The length of each is approximately 45 minutes to one hour that can be amended to suit your needs, 15 minutes can also be added at the end for questions and answers. Want a bespoke talk? Just email partnerships@mentorher.global



1. THE POWER OF CONNECTION

One connection can change everything for you. The power of connection is evident throughout society and reveals a uniquely human characteristic of helping one another. How can you find and make the right connections and what could it mean for you?



2. FEMININITY IN BUSINESS

Women don't need to act like men to get ahead. If we embrace our natural femininity we can bring far more to the table than our male counterparts and leverage our unique position as women to benefit everybody.



3. THE GROWTH MINDSET

Embrace a growth mindset and don't be held back by negative internal or external influences that can dictate your whole future if you let them. Find the motivation to live every day as a motivated individual that will stop at nothing to achieve their goals.

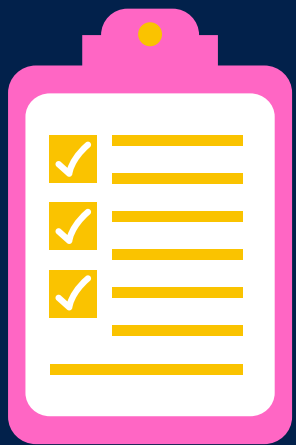


4. THE POWER OF COMMUNITY

It takes a village to raise a child, and it takes many more to support a successful business or purposeful career. The power of community is an ancient understanding that goes back to the very beginnings of humankind and can be seen in everything we do in the modern day, but how can we leverage it?

MENTOR•HER *Workshops*

Book Katie Doyle, founder of Mentor Her, for a one to two hour interactive workshop where she will go through the fundamentals of each topic then engage with participants to see how these rules can be applied to each of their situations. A group learning exercise, attendees will come away with key takeaways for their own businesses.



1. FORMING A BUSINESS PLAN

From executive summaries to your target market, SWOT, PESTL, route to market, target demographic, operations and financials. A two hour walk through of how to create a business plan to achieve goals of funding or licensing, participants will also receive a business plan template worth €205.



2. GETTING MEDIA COVERAGE

How did Mentor Her end up in Forbes within their first two years? Find out how to create a Press Release, how to find the right journalists and the best way to form a compelling story for your business.



3. LEVERAGING SOCIAL MEDIA

A back to basics workshop: what social media platforms are important to which businesses? What do you have to do to get them up and running? From basic set up to social media planning, creating content and establishing a community online.



4. THE ART OF PITCHING

From creating a beautiful slide deck, how to prepare for a pitch to how to do well on the day. How can you convince the people in front of you that you will achieve your end goal and how can you look professional and exude confidence? Each attendee will also receive a template for pitching worth €210.



CONTACT MENTOR•HER



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