

94. The Power of Passive Mentorship – Episode Transcript

Leah: Welcome to Her Story of Success, a podcast featuring stories from influential women trailblazers and business leaders who have defined & pursued their own versions of success and fulfillment. I'm Leah Glover Hayes, CEO and podcast host of Her Story of Success Women's Business and Media Collective.

If you've been listening to this podcast for a while, then you probably know that I am extremely passionate about mentorship. I started Her Story of Success out of the desire to help others find the mentorship that has helped grow in my own career, and over the years I've witnessed the magic that happens when we share our stories of success, failure, and lessons learned with other women, whether it's on a podcast or by meeting one on one. So as my team and I started thinking about what we wanted to accomplish in 2021, we kept coming back to this central idea of mentorship. So with this week's episode, I'm kicking off a new, 4-part series where I'll be breaking down the four types of mentorship that I believe everyone can benefit from.

Today, I'll be exploring how passive mentorship can help you grow in your career, relationships, and life. Then in the rest of this series, I'll be joined by some amazing women to discuss traditional mentorship, peer mentorship, and mentoring others. Be sure to subscribe to the podcast so you don't miss any of the series! And for now, I hope you enjoy this episode about passive mentorship and how it can help you succeed.

So before we dive too far into the specific types of mentorship, I do want to explain a little more about why mentorship is so important. According to data from Guider, people who have mentors are significantly more likely to be promoted, receive raises, and experience greater productivity and satisfaction. Unfortunately, though 97% of people with mentors say that those relationships are valuable, only 37% of all professionals actually have a mentor.

So this may be because many people, and especially women, are afraid to ask someone to be their mentor, or they may not know someone that would be a good mentor, or they or you might just be ready to make a change but maybe you are not

sure where to start. And even if and when we understand the value of mentorship, we might not know how to find a mentor, or how to be a good mentee once we have one. I've found that while almost everyone agrees that mentorship matters, there are few resources that teach women how to engage in effective mentoring relationships. So in this series, I want to get really practical about the whole process of finding a mentor and establishing a relationship, because that's something that I wish I had more of when I was starting in my career.

So passive mentorship. If you're looking for a simple way to add more mentorship to your life, this is the year! And passive mentorship is a great place to start. The reason this is SO important is because it is the absolute first step, and fortunately it is immediately accessible to everyone. This type of mentorship is all about the information you consume, articles you read, documentaries, books, podcasts, etc. We often think about mentorship in a traditional way, like sitting down for coffee with someone, but passive mentorship is important because it's accessible to everyone, no matter who's in your network, where you live, or what type of information you want to learn.

Most of the women I interview did learn success, discipline and how to navigate their career through their parents or an immediate family or close friend. I didn't have a lot of that. I only had one mentor growing up, my church youth leader, Jason Holliman. But after I moved away from high school, I really didn't have anyone around me that I was inspired by enough to want to learn from. But I loved Oprah. Y'all know that if you know me at all. By watching Oprah episodes, I learned that there were many successful people that didn't go to college, didn't grow up in a successful home, and that many people started with what they enjoyed.

So today, if you are listening to this podcast, congratulations! You are already on a path to reach the next level in your life through passive mentorship. And what I want you to hear today is that you are on the right path, and I want to help you understand what's the best next step, and maybe some traps to stay away from.

One dangerous trap I have found is that when someone makes a recommendation for a book, a course, a podcast, it's because it has helped them. While that is great in

theory, when you are looking for your next book or podcast, you need to get really specific on what you need and what the next step is for you. For example, there may be 10 books that would all be good for you to read because you need all of those lessons, but if you try to learn the lessons in the wrong order, it could actually hurt you and hinder your confidence more than helping.

Here is an example. When I was working full time for another company, I knew I wanted to go full time with Her Story of Success. So I started reading books for starting a business and entrepreneurship, but what I really needed in that moment was to learn to be a better employee and team member, because that was the season I was in. My job was in sales, and being successful at sales was what was paying for me to start Her Story of Success. So when I needed to learn to be a better employee, which was really about how to lead myself and take responsibility for my own role, I read *Extreme Ownership* by Jocko Willink and Leif Babin. That changed everything. Once I took responsibility, admitted that I needed to excel in the place I was before jumping to the next level, then I was then able to hire an executive coach that helped me get to the place where I needed to be to leave the job and become the CEO.

So, before you ask someone for a book recommendation, sit down and get honest with yourself about the step that you are on or the season that you are in, and what lesson you need to learn today to be able to take the next step tomorrow.

Ad: This podcast is sponsored in part by Piccolo Marketing, providing outsourced marketing professionals for business owners. Piccolo Marketing was started by fellow woman entrepreneur, Anna-Vija McClain, and they have become our go-to resource when it comes to comprehensive marketing strategies and execution. So Anna-Vija created Piccolo Marketing Mentor for people like me, as the outsourced VP of marketing to chief marketing officer, depending on the size and needs of your company. How we use them is more like a VP of marketing, and the thing I struggled with is the processes and checklists, the project management of marketing. I felt like I was wearing a lot of hats and juggling a lot of things, so she helps us with the both long and short term marketing strategies, and then providing my team a roadmap and insights that we can go and execute on. Piccolo Marketing Mentor has helped

thousands of business owners just like you and me develop our strategies to improve our marketing machine, which is how we get qualified leads and make sales. So to learn more about Piccolo Marketing Mentor, you can visit them online at piccolomarketing.com

Leah: Passive mentorship is all about what you need to learn, where you need to grow, and what you're consuming to get there. Obviously, you're already doing the right thing. You're listening to this podcast. You're a woman – or a man, there are men who listen to this podcast too. Hello Josh, my husband is awesome (he listens to every episode) – but I think that it's important to understand that what you consume is what you become. And there is absolutely nothing wrong with true crime podcasts or watching television. We all need a break. I've totally consumed some stuff on Netflix because I needed to shut my brain off. And you can try to consume too much, and it will exhaust you. So it is about taking a break, taking a reprieve. But when you look at what you're reading, it is really important to say, is this what I need today? For example, I am not afraid to stop reading a book because it's not what I need in that moment. There have been some incredible books that I was reading, I paused because I needed a different lesson at that time. I right now am reading Marshawn Evans Daniels, love that woman, it's called *Believing Bigger*. And I haven't yet read it all the way through from the first to the last page, because it's one of those books that I feel like when I read it, I get what I need for that day. And it is all about yourself and believing in yourself. So at the same time as I'm reading Marshawn Evans Daniels' *Believing Bigger*, this is not an ad, I just love her and want to be her friend one day. So if anyone knows who Marshawn Evans Daniels is, please tell her I love her and would love to interview her on this podcast. Anyway, sorry, I digress. As I've been reading her, I've also been reading the book *Overcoming Underearning*. And the reason why I'm doing them at the same time is, it is a business book and it also is about getting your headspace right around earning money. It is written for women, I think anyone can read it, but Barbara Stanny wrote it for women, and I don't know, sometimes when I read books, there might be a lesson that's important for me to learn, but I need to get my headspace right first. So I think being able to be honest and say, "I'm reading two different books at the same time, because that's just what's needed." You know, I listen to business podcasts all the time, that's how I started my own, is because I was listening to others. We all know that I was listening

to *How I Built This* and *School of Greatness* and *EntreLeadership*, and Oprah's of course, *Super Soul Sunday*. But I also listen to things that fill me up, that are more about, I mean, any faith is welcome here, I happen to be a Christian and I listen to preaching in the mornings, and then while I'm showering or getting ready, I take my phone in the shower and listen to preaching. And then while I'm putting my makeup on and getting ready, that's when I listen to more business podcasts, or like when I'm driving.

And so I just want to encourage you that, you know, when you're looking at where you're going and what you need to learn, it's also important to know where you are. I was trying to encourage my sister on some things that she could be reading, and she said, "You know, I have five books that I've started and not finished," and I was like, "You know, that's OK. Because if you've stopped reading something and you're not feeling it, that means you're not ready for it. So take a break and don't read that book, and listen to something else and read something that is what you need in that moment for yourself. So I hope this was helpful, passive mentorship is so important. I'd love for you to leave a review on this episode about what you learned, or honestly, share with me what you learned in your own journey that helped you get to where you are today. And I really want to know what you're reading. What are your favorite podcasts? What are your favorite resources for mentorship? Because I can share it on the next episode.

And I wanted to share some of my favorite resources for passive mentorship. My favorite books for improving you are: [Extreme Ownership](#) by Jocko Willink and Leif Babin, [The Best Yes](#) by Lysa TerKeurst, [It's About Damn Time](#) by Arlan Hamilton, [Chasing the Bright Side](#) by Jess Ekstrom, [Thrive Through It](#) by Brittany Cole, and [100 Days of Believing Bigger](#) by Marshawn Evans Daniels.

And for leadership, entrepreneurship podcasts: [How I Built This](#), [Biz Chick](#) is so awesome, [The School of Greatness](#).

My favorite TedTalks are [Brene Brown](#), [Brittany Cole](#) and [Lily Hansen](#), and online workshops, I don't really do online courses to be honest with you, but there are some really great ones out there. It's just not how I learn.

And of course, by listening to this podcast, you're already experiencing the power of passive mentorship! The women I interview on this show have so much wisdom to share, and even if you don't have access to them in your own life, you get to learn from them here.

So while this podcast will always be at the center of Her Story of Success, we're also looking for new ways to create an engaged community that makes all four types of mentorship available to more women. If that's something you're looking for, I encourage you to follow us on the socials @HerStoryofSuccess, and sign up for our email newsletter so you can be the first to know about some of the amazing things we have coming up, including events, membership opportunities, and other content we can provide for you in 2021 and beyond.

And if you have any questions about mentorship that you'd like to hear answered in one of our future episodes, please email us at info@herstoryofsuccess.com. I want to make this series as applicable as possible, and I want you to let me know, what you want to learn!

Thanks for tuning in! At Her Story of Success, we are on a mission to help women-business owners, leaders and professionals build your tribe and reach your next level of success by connecting you to one another, equipping you with resources and empowering you along your journey. We would love for you to be a part of our tribe and further this mission by sharing this podcast with a friend or co-worker you want to help succeed. And you can stay up to date with all of our episodes, blogs and events by signing up for our newsletter at Herstoryofsuccess.com.

The Her Story of Success podcast is produced by women and for women. Our Executive Producer is Claire Bidigare-Curtis, and our Production Coordinator is Bronte Lebo. And I'm your host, Leah Glover Hayes. Talk to you soon!