

Our Story

Play Like a Girl celebrates the countdown to its 20th anniversary with the national launch of Power Hour, a free mentoring program designed to level the playing field for girls.

Women make up less than one-third of the science, technology, engineering and mathematics (STEM) workforce, and it has been proven that girls are systematically tracked away from STEM throughout their education. Personal, firsthand connections with role models are essential for girls to see what's possible.

Mentoring has been shown to have a positive impact on young people. Studies have found that young adults who face an opportunity gap but have a mentor are 55 percent more likely to be enrolled in college than those who did not have a mentor and are 130 percent more likely to hold leadership positions.

Still, many students lack access to positive role models and professional networks that can provide meaningful mentorship. According to the State of the American Girl research, 70 percent of American women, ages 18-25, say they have never had a mentor.



That's why Play Like a Girl has teamed up with Bridgestone Americas to shine a light on women who are breaking boundaries in a variety of diverse career fields where women are historically underrepresented. Together, we will engage inspiring women role models across Bridgestone's business and retail operations—from early career professionals to C-Suite executives—in Power Hour, a speed mentoring event series that inspires and encourages girls to take their rightful place on any field.

Power Hour is designed to connect women professionals from all backgrounds and walks of life with motivated middle and high school girls seeking insights about college and careers—with a specific focus on opportunities for advancement in male-dominated fields like STEM.

The Power Hour event series is fueled through partnerships with employee resource groups made up of women and male allies committed to driving change by empowering women and accelerating their progress into leadership at partner companies. Each 90-minute Power Hour event features an icebreaker or connection activity, a fireside chat with a woman leader from the sponsoring company, and two speed mentoring sessions guided by Play Like a Girl staff and Bridgestone employee volunteers.

Partner companies like Bridgestone also host small groups of students at their corporate headquarters or other facilities for Inside Look, an experiential learning and industry field trip, as an extension of their commitment to the Power Hour program.

What is Speed Mentoring?

Power Hour uses a flash or speed mentoring format that pairs small groups of 5-7 mentees with two mentors for brief, focused discussions. Each flash mentoring session is typically between 15 and 30 minutes long and can take place in person or virtually. This format is less time-consuming for both mentees and mentors, which can be helpful for corporate employee volunteers who have less time to break away from work and other commitments.

This rapid-fire approach to mentoring complements traditional formats by offering volunteers a one-time, high-impact way to positively influence mentees without an ongoing commitment. Speed mentoring also provides a valuable opportunity for mentees to connect with a wide range of inspiring women role models from across all industries and sectors, leading to a more diverse range of perspectives and experiences.

The speed mentoring format provides opportunities for women at various stages in their career – student, recent graduate, early career professional, experienced manager or leader, seasoned subject matter expert, or C-Suite executive – to engage in fun, fast-paced and informal conversations about their experiences in their respective fields which can lead to impromptu mentoring moments.

Power Hour makes it easier for these busy professionals to volunteer while increasing more opportunities for underserved students to find a mentor that can accelerate growth in their success in school and beyond.



For host details, event sponsorship and advertising opportunities, please email us at partner@iplaylikeagirl.org for rates, custom packages and more information.

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