



## **Master Mentors Volume 2 – Questions and Answers**

### **Q: What is a Mentor?**

A mentor is an experienced, trusted counselor, guide, tutor, or coach who advises, influences, helps, and gives advice, guidance, and direction to someone with less experience over a period of time. A mentor can be someone we admire and want to pattern our personal and professional life after, such as a friend, family member, executive, business owner, team leader, or someone with whom we work and admire. Sometimes the most impactful mentors may be those who inspire us from a far. In *Master Mentors Volume 2*, author Scott Jeffrey Miller introduces us to 30 of them. It could be an author whose book we absorb, a podcaster whose episodes we devour, a radio host, a keynote speaker, a historical figure, or someone in the public eye. We admire them, draw upon their wisdom, and model our lives after them.

### **Q: What do mentors do?**

**A:** A mentor is someone who demonstrates a distinct difference between being smart and being wise. Intellect and wisdom are not mutually exclusive. Mentors innately listen to those they mentor with empathy to understand their strengths, weaknesses, fears, and passions. They strategically and judiciously draw upon their own journeys to guide others, without falling into the trap of trying to turn those they mentor into replicas of themselves.

### **Q: What are the benefits of having a mentor and being one?**

**A:** The process of having and being a mentor is one of reciprocity. Being a mentor is an opportunity for a mutually beneficial relationship. Mentors are experienced, trusted advisers, confidants, consultants, and coaches who assist their mentees along their life path. The mentors guide those they mentor in their education, learning, growth, skill development, branding, reputation, and career advancement. They empathically listen, seek to understand, keep confidences, are trustworthy, share honest and straightforward feedback, help with goal setting and achievement, and empower course correction. And mentors not only serve those who are less experienced, but they are an invaluable resource to co-workers, and to their managers and leaders.

While those who are mentored certainly reap the benefits of having a mentor who guides and gives them direction, mentoring provides the opportunity to build a mutually beneficial relationship. Mentors always learn from those they mentor. And if they are humble and willing to learn, as well, those they mentor can help them to become even more successful in their career.

### **Q: How can I find a mentor?**

**A:** Because of hybrid and remote work, increasingly an option for many professionals, mentoring is often virtual. If you wish to find someone to mentor you in your organization, first determine the next step you want to take in your career and who in your organization has that role or one that is similar. What is their experience and skill level and what do you hope to learn from them? Send them an email and invite them to be your mentor, explaining why and what your level of commitment is to have them mentor you. For example, they may only be able to mentor you outside of work hours, due to their busy meeting schedule. Let them know you will be respectful of their time and boundaries and that you are committed to showing up and to employing what you learn from them. If they agree, be at every appointed meeting with them on time and then make the most of the time they give to you. And always follow through on every commitment you make to them.

If you ask someone to mentor you and they decline, have a list of other possible mentors and keep engaging with each person until you find one who agrees to be your mentor. And, if you are still having difficulty finding a mentor in your

organization, think beyond your employee organization to people in your life whose perspective and own successes and failure you could benefit from.

**Q: Who should read *Master Mentors Volume 2*?**

**A:** Busy leadership professionals and lifelong learners who are looking to fine-tune their career, gain new competencies, challenge their thinking, achieve big goals, or glean practical strategies from some of today's most current thought leaders. This book can benefit anyone who is seeking to improve their personal or professional lives, where small changes can have quantum leap results.

**Q: How will reading *Master Mentors Volume 2* change the minds/hearts/lives of readers?**

**A:** Being a Master Mentor is about more than intellect and ideas alone. It is about more than thought leadership. What makes a Master Mentor is how they show up in the moments when "the camera is off." So many of the stories shared in the book will offer new perspective – not just on leadership, but on life itself. A commonality that all the Master Mentors have in this book is a collection of insightful and unique experiences and an earnest and heartfelt desire to share them with anyone willing to listen and learn.

**Q: What are some key takeaways that readers will find in the book?**

**A:** The Master Mentors in this book were selected because of their expertise. They touch on topics as diverse as mental health, communicating in a digital world, purpose, and contribution, building and sustaining an enduring brand, and life-altering humility and being willing to ask for and accept help —just to name a few. The transformational insights in this book will help readers to continue to learn, grow and improve.

**Q: Who was/is the most influential mentor in your life, Scott?**

**A:** My mind is immediately flooded with numerous names, crossing genders, ages, races and cultures. However, most immediately, I would say Bob Whitman, FranklinCovey's CEO and Chairman. While Bob's life and career have been extremely successful, it's been his transparency and vulnerability around his struggles, setbacks, and challenges that have had the largest impact on my own decision making. So, when you are seeking a mentor, don't fall into the trap of thinking that mentors need to be the wealthiest, most educated and successful people you can find. Don't confuse being smart with being wise. The right mentor for you might be someone who has overcome adversity, or it may be someone who has experienced significant setbacks and failures, learned from it, and moved on, as those are often the most teachable moments in life.

**Q: Why did you write *Master Mentors Volume 2*?**

**A:** As the host of [FranklinCovey's On Leadership with Scott Miller](#), now the world's largest and fastest-growing weekly leadership podcast with nearly 250 episodes, I have had the remarkable opportunity to converse with many of the world's most prominent thinkers, innovators, authors, and leaders. As I have interviewed each one, I gained tremendous insights and knowledge from their wisdom and experience. I wanted to pass on those golden nuggets to readers who are interested in applying what I term as 'Transformational Insights' into both their personal and professional lives.

You're invited to participate in your own mentorship by deeply exploring a Transformational Insight from each Master Mentor. If it resonates with you, it may have a powerful effect on you, get you unstuck, shift your paradigm, or inspire you to take on that next thing in your life. Follow this pattern and you'll make amazing things happen in your professional and personal life." (For more information, please visit [here](#).)

**Q: What experiences, research or expertise did you draw on when writing the book?**

**A:** Every time I write a book or interview someone, I draw from my own personal life and from 30 years in the business world as a chief marketing officer, a vice president of business development, and now special advisor on thought leadership and book publishing for FranklinCovey. That background has given me a 'rubber meets the road' view of leadership in action and has informed the Master Mentor insights included in the book.

**Q: How did you decide who should be included in the list of 30 mentors?**

**A:** Each Master Mentor is drawn from FranklinCovey's global podcast, *On Leadership with Scott Miller*. I selected each mentor based on the timeliness and depth of their expertise, how their thinking connects to current leadership trends, and the power of their ideas to create a 'transformational insight' for the reader. On a personal note, I wrote a book that was helpful for me to also read. As a three-decade formal leader of people whose career started on the frontline and culminated in the C-suite, I realized there were still so many transformational insights to be gleaned and I wanted to pass them on to readers.

**Q: How do you define a transformational insight?**

**A:** While new ideas are great, simply being aware of a new idea does not necessarily generate results. A transformational insight has power to yield an exponential return. Those who turn transformational insights into action can profoundly change their leadership effectiveness, success in achieving goals, career trajectories, and the improved quality of their relationships. What might be a transformational insight to me or to another reader, might seem simplistic or even elementary to another, which is why the insights range broadly between mental and physical health, to understanding and creating identity, to setting priorities, and recognizing one's own unconscious biases. The most impactful books influence different readers differently, depending upon where they are in their own life's journey. Simply put, there is something for everyone in *Master Mentors Volume 2*.

**Q: What are some Transformational Insights you learned from those you interviewed?**

- **Chester Elton**, an author of numerous bestselling books and expert on building organizational cultures where people feel rewarded. His newest book *Anxiety at Work* gives permission for everyone to talk about and address a huge issue: **recognizing and treating mental health challenges**. ([Episode 153](#))
- **Erica Dhawan**, Ivy league-educated and real world trained, Erica has become the world's go-to-expert to all things related to **communicating in a digital world and maximizing trust in a hybrid work environment**. ([Episode 180](#))
- **Zafar Masud**, a relatable business leader from Pakistan until the commercial plane he was in crashed, killing everyone on board except him and one other. He teaches readers to find their **purpose and contribution**. ([Episode 144](#))
- **Bobby Herrera**, entrepreneur and author of *The Gift of Struggle*. Miller dares readers to make it through this chapter without tearing or choking up and **committing to make others feel seen**. ([Episode 133](#))
- **Sean Covey**, an author whose books have sold over 10 million copies, who reminds readers of the subtle but profound **differences between self-worth, self-esteem, and self-confidence**. ([Episode 103](#))
- **Tiffany Aliche**, the renowned financial expert and author of *Get Good with Money*. Surprise . . . this Master Mentor teaches readers insights far more valuable than **how to improve their credit score, such as how to build and sustain an enduring brand**. ([Episode 162](#))
- **Turia Pitt**, someone living a normal life, until she wasn't. Burned in a horrific fire in Australia, Turia teaches readers the **life-altering humility** associated with **being willing to ask for and accept help**. ([Episode 162](#))
- **Patrick Bet-David**, the author of *Your Next Five Moves*, is Persian by birth and Californian by luck. Patrick's Transformational Insight has the power not only to **change readers' current mindset, but their entire professional trajectory**. ([Episode 136](#))
- **Ed Mylett**, Miller's favorite interview in nearly 250 episodes. Readers will laugh, cry, and never forget reading this chapter and Ed's hilariously relatable story about headlights and the power of Velcro. He teaches readers that vulnerability is, in fact, a leadership competency. The ability to not only recognize and talk about your challenges but teach others through those challenges is a selfless gift all leaders and mentors provide to their teams. ([Episode 101](#))

**Q: What is FranklinCovey's *On Leadership with Scott Miller* podcast?**

**A:** FranklinCovey's podcast, *On Leadership with Scott Miller*, is entering its fourth year at nearly 250 episodes. It was created based on the principle of the abundance mentality from *The 7 Habits of Highly Effective People*. This leadership principle not only supports FranklinCovey's mission, but permeates our culture in how we treat each other, our clients, and the approach to which we support individuals worldwide. It is through that abundant mindset that we strive to offer our stage and spotlight, not only to our own world-renowned content, solutions, thought leaders and authors, but also to global experts and authors. And we explore a wide range of topics that bring their research, expertise, and experience to help others become more effective in their missions.

The podcast is a crucial tool that followers use to strengthen their professional skills and build new capabilities. Also available with the podcast to subscribers are various blogposts and a downloadable digital learning tool. [Visit](#) to learn more.

**Q: What differentiates FranklinCovey's leadership podcast from the thousands of other podcasts available?**

**A:** Through the power of our four-decade global brand and our own incomparable thought leadership, we are able to provide unprecedented access to some of the world's greatest minds. Additionally, FranklinCovey's podcast is produced in both audio and video formats so that listeners and viewers can consume it in a medium that best resonates with them. They are also combined in a weekly blog and downloadable tool to sustain the insights shared. Access to guests such as Doris Kearns Goodwin, Daniel Pink, Emmanuel Acho, Chris McChesney, Liz Wiseman, Seth Godin, Anne Chow, Stedman Graham, Kory Kogan, Julian Treasure, Stephen M.R. Covey, Matthew McConaughey, and hundreds of other similarly statured influencers provides our listeners with insights from the broadest industries, cultures, and business sectors.

**Q: What is FranklinCovey?**

**A:** [FranklinCovey \(NYSE: FC\)](#) is the most trusted leadership company in the world with operations in over 160 countries. We transform organizations by partnering with our clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available through the [FranklinCovey All Access Pass](#), our best-in-class content and solutions, experts, technology, and metrics seamlessly integrate together to ensure lasting behavior change at scale. This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. To learn more, visit [www.franklincovey.com](http://www.franklincovey.com) and enjoy exclusive content across FranklinCovey's social media channels: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

**Q: Will there be other *Master Mentor* books?**

**A:** Yes. Readers can also look forward to *Master Mentors Volume 3*, which will be out in fall of 2023 and will feature Master Mentors, such as Emmanuel Acho, James Clear, Adam Grant, Mel Robbins, Robin Sharma, Arianna Huffington and others.

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