

## **MENTORSHIP TOOLKIT**

### **IABC NL 2021-22**

#### **Welcome!**

#### OVERVIEW OF THE RELATIONSHIP

For mentors, it's a chance to share your professional insight, expand your mentee's network, act as a sounding board and assist your mentee in setting developmental goals. For mentees, it's an opportunity to learn and grow in your career, with support and counsel from a senior communications professional. Mentors meet with their mentees on a regular basis.

At the onset mentees should set some goals, together with the mentor. Once the goals are agreed upon, mentors will work with mentees to address them. From time to time, mentors may assign the mentees tasks that will assist them in achieving their goals. The mentor is there to provide guidance, advice, set up networking opportunities for the mentee and assist in developing their leadership skills.

#### PURPOSE OF THE TOOLKIT

The mentor/mentee experience can be rich and rewarding for both parties. The Mentorship Team has developed this toolkit to help you make the most of this experience. Each pair will bring their own unique experiences, so the information in this kit can be viewed as suggestions that you can choose to use or not.

#### THE TOOLKIT

The information provided includes:

- Strategies for Working Together
- Building your Road Map
- Summary of the Mentor/Mentee Relationship
- Useful Links and Resources

#### **Connection**

#### BUILDING A STRONG MENTORING FOUNDATION

1. Start by getting to know a bit about each other – outside of work. What are your mentoring partner's hobbies and interests? Discuss your professional ambitions, ideas, values, accomplishments, role models, families, favourite books/shows,

etc. A more holistic approach to understanding each other's interests and motivations will go a long way toward relationship-building.

2. Identify realistic development goals and make plans – what topics or skill sets do you want to focus on? Use your first meeting to get to know each other. Outline action items and topics that will guide you through the rest of the year.
3. Bring examples, work samples and projects to flip through during your discussions. It's great to see what both of you are working on. And, if you have some award-winning work samples, share them with your partner to jumpstart a great conversation.
4. Communication is a two-way street – discuss a preferred method of communication and agree on checkpoints to review progress. It is recommended that meetings occur at least monthly. The sooner you can pre-book those meetings, the better. As we are in a unique situation with the COVID-19 pandemic, phone calls, Skype, Facetime or other virtual meet-up options might be preferable. Please adhere to public health guidelines as they pertain to the pandemic throughout the course of the program.
5. Work with actual scenarios or plans where possible. You will have a higher impact if you relate concepts or methodology to real situations.

### **Fun exercises:**

- If you have completed any personality or strength-based assessment tools consider sharing your results!
- Try connecting with another mentoring pair for more input, connection and perspective.
- Create an “annual report of me” to list accomplishments and measure success in a new and creative way!

### **Maintaining Momentum**

#### **STAY ON COURSE AND COMMIT TO THE PARTNERSHIP**

1. Plan ahead to check in with each other. Everyone's schedules can get busy juggling work and life, so making the effort to plan meetings in advance will ensure you get the most out of your partnership.

2. It's easy for two busy people to let weeks slip by without making contact. Agree on meeting frequency, length, location, etc. and try to stick to a regular schedule if you can (i.e. second Tuesday of each month).
3. All relationships need boundaries and a mentoring partnership is no different. It's up to both the mentor and mentee to be consistent and respectful. You're probably both taking valuable time from work or family to meet, so honour your commitments and make wise use of the time.
4. While it wouldn't necessarily work for everyone, some pairs might enjoy a bit of structure, so consider e-mailing each other a rough agenda before meeting.
5. Plan to meet after industry events or virtual webinars and discuss the topics presented. Discuss upcoming IABC NL events to see what topics or events interest you.
6. Some mentees benefit from keeping a journal with notes from their mentorship meetings.

### **Suggested topics for your next meeting...**

- Practical communication tools such as media advisories, news releases, or communication plans.
- Communication soft skills – (i.e. active listening, emotional intelligence)
- Becoming a professional (e.g. IABC certification, education, volunteering, etc)
- Internal communication vehicles and strategies
- Networking strategies and personal brand
- Choose a book to discuss
- Professional development options
- Industry trends and adapting to change
- Career development and tools - ways to stand out
- Guidance on project challenges
- Share stories and the best advice you received or key career decisions and how it shaped your career

### **Direction**

#### **BUILD YOUR ROAD MAP**

Some mentees are in career change mode, others want to build their career within their current organization/industry sector, and some may be re-evaluating their career choices. No matter where a mentee is, it helps to build a road map together. Together, create a Mentee Development Plan and help set goals with the Goal Audit Checklist.

## TIPS FOR BUILDING YOUR ROAD MAP

- Have at least one goal in mind, whether it is to get help with increasing your network, guidance to enhance a specific skill set or seek feedback on something. Clear objectives = Focused conversations.
- Prioritize and identify goals that will lead you in the desired direction.
- Talk about and make sure you have shared objectives for the relationship.
- Be honest in your goal setting. Don't be afraid to share your weak points with your mentor.
- Work together to define the mentee's goals for the program – make sure they're realistic.
- Discuss the obstacles and solutions that may come up in reaching your goals.
- Define timelines for each goal. Suggest goals to be either short-term, medium-term or long-term objectives.
- Keep track of your progress; at the end you'll be able to measure how far you've both come.

(S)PECIFIC, (M)EASURABLE, (A)CHIEVABLE, (R)EALISTIC, (T)IMELY

Creating SMART goals and a development plan will help foster the partnership throughout the mentoring process. Everyone needs short-term goals and long-term objectives. Be SMART when setting your goals.

## Responsibilities

### MENTORS

- Lead by example – focus on helping your mentee acquire the knowledge to meet their goals and help them explore choices and possibilities.
- Act as an advisor by providing the benefit of your knowledge and experience, acknowledging that each situation is different. Anecdotes can help illuminate your advice.
- Offer encouragement – help your mentee overcome doubts, fears and encourage them to take on challenges they have yet to tackle.
- Encourage the mentee to push personal boundaries. After all, with discomfort comes growth.

## MENTEES

- Take ownership in setting up meetings and managing the relationship.
- Take an active role – be sure your goals and expectations have been clearly communicated.
- Be self-directed, set goals and practice skills.
- Be open and willing to ask for advice and able to accept it.
- Be appreciative – listen and ask follow-up questions, let your mentor know how he/she is making a difference.
- Take steps outside of the meetings to achieve goals and follow-up with action items.
- Have a solution mindset and be willing to adapt your way of thinking. Don't be afraid to challenge back and offer alternative perspective. This is a two-way street.

## MENTOR AND MENTEES

- Work towards a collaborative learning experience.
- Regularly ask for and give feedback.
- Use your time wisely – prepare for your meetings, review notes or action items, and jot down discussion topics before each meeting.
- Communicate. If there are issues, don't ignore them – address them!
- Be committed – return phone calls and emails, arrive on time for meetings and avoid cancelling meetings.
- Celebrate your success!

## Growth Opportunities

### USEFUL LINKS AND RESOURCES

Podcast - Practical Advice for Mentoring

<http://coachingforleaders.com/podcast/practical-advice-for-mentoring/>

TED Talk - Modern Mentoring: The Good, The Bad and The Better

<https://www.youtube.com/watch?v=SSZRtx8m3Z8>

TED Talk - Using Your Passion to Mentor

<https://www.youtube.com/watch?v=XuIYzZcvW7w>

TED Talk - Find Your Passion, Discover Your Future

<https://www.youtube.com/watch?v=I5g-9To0DwgA>

Article – How to Build a Great Relationship with a Mentor

<https://hbr.org/2020/01/how-to-build-a-great-relationship-with-a-mentor>

Article - Demystifying Mentoring

<https://hbr.org/2011/02/demystifying-mentoring.html>

TED Talk - The Puzzle of Motivation

[http://www.ted.com/talks/dan\\_pink\\_on\\_motivation](http://www.ted.com/talks/dan_pink_on_motivation)

### **Suggested Books**

Mentoring 101: What every leader needs to know by John C Maxwell

Strengths Finder 2.0 by Tom Rath

The Mentee's Guide: Making mentoring work for you by Lois J. Zachary