



CAPITAL CHAPTER

Mentorship Toolkit

2016

Program Overview

FPRA's Mentorship Program exists to connect established public relations professionals with public relation's young professionals. This connection will create an environment of learning and professional development.

Benefits

Benefits to the Mentor:

- Gain personal satisfaction from helping others discover and reach their potential
- Gain exposure to new perspectives, intern opportunities, etc., from mentees
- Expand professional and personal networks
- Enhance coaching, feedback and leadership skills
- Contribute to the professional development of the future PR workforce
- Give something back to the profession

Benefits to the Mentee:

- Accelerate growth and career development
- Accelerate long-term objectives into actions
- Gain greater control over own career
- Gain a "safe" environment to address developmental needs
- Gain learning opportunities from proven successes
- Gain new professional perspectives
- Gain a "go-to" person in the public relations field
- Gain an experienced PR professional's perspective on applying textbook concepts to real-life situations
- Familiarize with corporate protocol
- Identify long-term professional development needs
- Realize the value of networking

Expectations

Expectations of Mentors:

- Readily provide the time needed for mentoring
- Perform prep work to understand the mentee's developmental needs
- Be prepared to share personal history and experiences
- Provide practical, relevant readings to help the mentee's development
- Encourage openness from mentee
- Provide senior level advice on career guidance
- Assist mentee in thinking through approaches to difficult work projects and issues
- Mentors/Mentees should work together for approximately six months

Expectations of Mentees:

- Readily provide the time needed for mentoring
- Allow for minimal interruptions during mentoring meetings
- Perform prep work on understanding own developmental needs
- Be open and honest with self/mentor regarding developmental needs
- Mentors/Mentees should work together for approximately six months

Getting Started

Getting to Know One Another

- Go over your bios, career accomplishments and goals
- Discuss what goals and objectives are the focus of the mentoring relationship
- Set up a meeting schedule

Key Factors in Building an Effective Relationship

Research has shown that effective relationships have similar factors upon which they are built. These include:

- Mutual respect
- Acceptance and flexibility
- Honesty and direct communication
- Preparation
- Commitment
- Some shared values
- Trust
- Willingness to work through obstacles

Establish Norms

Whether you are in a formal, informal, or situational mentoring relationship, it's important to establish norms, or guidelines, for how the relationship will work. Doing this up front can help avoid needing to resolve differences later on. Both you and your mentor should give some thought to the norms you'd like to establish, have an open discussion about them, and come to an agreement.

Developing and Growing the Mentor/Mentee Relationship

What to Do	How to Do It
Invest time and effort in setting the climate for learning.	Determine learning styles and needs (visual, auditory, and tactile).
Be sensitive to the day-to-day needs of one another.	Spend time connecting. Ask enough questions to give you sufficient insights into each other's work responsibilities and environment.
Identify and use multiple venues of communication.	Explore all available options: face-to-face, e-mail, telephone, mail and emerging technology. Look for opportunities to connect face-to-face.
Set regular contact schedule, but be flexible.	Agree on a mutually convenient contact schedule and make sure it works for both of you. If you need to renegotiate a scheduled appointment, use that situation as an opportunity for connection and interaction.
Check on the effectiveness of communication.	Ask questions: Are we connecting? Are the means we are using working for us? Is it convenient?
Make sure that connection results in meaningful learning.	Is learning occurring? Are both mentor and mentee making progress?
Share information and resources – but never as a substitute for personal interaction.	Set the stage to share information. Then share the information and follow up once the information is shared.
Take time getting to know each other.	Exchange bios in advance.
Determine goals.	Ask: What do you want to learn from this experience? Give each other an opportunity to articulate broad goals.
Share assumptions, needs, expectations, and limitations candidly.	Ask for feedback. Discuss: Implications for relationship.
Discuss options and opportunities for learning.	Ask: How would you like to go about achieving your learning goals? Discuss ways: learning and communication styles. Ask: What is the most useful kind of assistance I can provide? Discuss means: shadowing, assigning a special project, multi-site exposure, better understanding of financial drivers.

Goal Evaluation Checklist

Specific

- What is the mentee trying to accomplish in this relationship?
- Are the mentee's goals specific, concrete, and clear?

Measurable

- Are the goals capable of being measured?
- In what ways can success be measured?

Action Oriented

- Are the goals future oriented?
- What results should you be able to see when the mentee's goals are accomplished?
- What concrete things will the mentee be able to do as a result of accomplishing the goals identified?

Realistic

- Are goals achievable within the availability of your time and/or organizational structure/goals?
- Are there other resources that need to be available in order to achieve the goals?

Reasonable

- Is the time allocated for accomplishing the learning goals reasonable?
- Has a valid completion date been set for attaining the goals?

Mentee Self-Assessment Worksheet

This self-evaluation is designed to assess your skills, abilities, strengths and weaknesses in order to aid in your career development.

On the right side of the page, rate your proficiency in each skill on a scale of 1 to 5. In the column at left, rank the **top three** proficiencies you hope to address in the mentoring program.

Rank of importance	Skills	Proficiency rating (1=Needs Improvement; 5=Highly Proficient)
	Resumé preparation	
	Interview skills	
	Business etiquette	
	Writing skills	
	Interpersonal skills	
	Setting and achieving goals	
	Desktop publishing skills	
	Photography and photo editing skills	
	Video production skills (scripting, filming, editing)	
	Web content skills (writing for the Internet, updating Internet content)	
	Oral presentations skills	
	Organizational skills	
	Communications strategy	
	Enhancing professional visibility	
	Leading and motivating others	
	Measuring your effectiveness	
	Creating and managing budgets	
	Conflict resolution skills	
	Negotiating skills	
	Work life balance	
	Attaining APR accreditation	
	Time management	
	Creating campaigns	
	Developing measurable objectives	

Mentor/Mentee Match Form

Please fill out in order to be considered for FPRA Capital Chapter's Mentorship Program.

Name: _____ Phone: _____

Email: _____

1. I want to be a (circle one) Mentor Mentee
2. I have been an FPRA Member for _____ year(s).
3. I have _____ years of experience working in communications.
4. I can dedicate _____ hours each month toward this program.
5. Where do you currently work? _____
6. What is your job title? _____
7. The majority of my workday responsibilities include: _____

8. What are some of your best skills?
 -
 -
 -
9. What are some things in which you want to improve?
 -
 -
 -
10. Check the activities you are willing to do with your mentor/mentee:
 - Keep in touch with them regularly via email or phone
 - Attend FPRA meetings/events together
 - Bring them to my office space
 - Have lunch or coffee with them during the work day

- Plan an outing with them outside regular work hours
- Grab a drink with them during happy hour
- Participate in a mutual hobby like exercising together, visiting an art show, going to a ball game, etc.

11. What do you want to get out of this program?

Mentees Only

Please fill out this portion if you would like to be mentored.

1. What type of learning style best suits your personality? (*You may choose more than one*)

- I learn best from physically doing things
- I learn best from hearing someone speak to me
- I learn best from reading books and online sources
- I learn best from one-on-one teaching
- I learn best in group settings

2. What PR/communications skills or knowledge do you want to improve or learn more about?

- I am open-minded – I am up to learn anything my mentor has to offer
- I have a specific interest in learning about

_____.

3. What are your interests? (Response can be personal and work related.)

-
-
-

4. What things are you doing to continuously educate yourself in the practices of PR/communications?

5. What is your highest degree of education? From what school?

6. What do you love about your job now?
7. What is your dream job?
8. Why are you participating in this program?
9. What expectations do you have for your mentor?
10. Is there anything in particular you would like us to consider when pairing you with a mentor?

Mentors Only

Please fill out this portion if you would like to be a mentor.

1. How do you prefer to meet with your mentor? (May choose more than one)
 - Meeting up and talking with one another
 - Emailing back and forth and talking on the phone
 - Involving them in your office events and teaching opportunities
 - Meeting in a group setting

2. What PR/communications skills or knowledge are you most comfortable teaching your mentee about?

3. What are your interests? (Response can be personal and work related.)
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4. What things are you doing to continuously educate yourself in the practices of PR/communications?

5. What is your highest degree of education? From what school?

6. What do you love about your job now?

7. What is your dream job?

8. What was your first communications job?

9. Why are you participating in this program?

10. Is there anything in particular you would like us to consider when pairing you with a mentee?

Further Resources:

Mentoring Tips: 7 Habits of Highly Successful Mentors & Mentorees

<http://www.management-mentors.com/resources/june-2010-mentor-mentoree-habits>

Career Development - Managing a Successful Mentoring Relationship

<https://www.washington.edu/admin/hr/roles/ee/careerdev/mentoring/management-relationship.html>

Business Mentoring Success Story: LISC

<http://www.management-mentors.com/resources/business-mentoring-success-story-lisc>

6 Tips to a Successful Mentorship – Forbes

<http://www.forbes.com/sites/johnhall/2012/12/18/6-tips-to-a-successful-mentorship/#413da0a1594b>

Seven Ways To Be An Effective Mentor – Forbes

<http://www.forbes.com/2010/06/30/mentor-coach-executive-training-leadership-managing-ccl.html>