



NEW YORK WOMEN  
IN COMMUNICATIONS

## **NEW YORK WOMEN IN COMMUNICATIONS 2016-2017 MENTORING PROGRAM**

### **Guidelines for Mentors**

#### ***WHAT IS MENTORING?***

Mentoring is a powerful personal development and empowerment tool through which one person facilitates the development of another by sharing known resources, expertise, values, skills, perspectives, attitudes and proficiencies. It allows the mentee to build skills and knowledge while working toward attaining career goals. At the same time, it provides an opportunity for the mentor to further enhance his/her skills and knowledge areas through exposure to fresh perspectives.

#### ***BENEFITS OF MENTORING***

Mentoring brings value to everyone involved in its practice: mentees, mentors and in our case, New York Women in Communications, the sponsoring organization. Mentees have an opportunity to gain wisdom from an experienced professional. Mentors have an opportunity to invest in someone who can benefit from their skilled guidance. Both mentors and mentees can learn from one another. There is much potential to transform lives. NYWICI has the opportunity to share and spread this acquired learning and know-how throughout its membership.

#### ***THE MENTORING RELATIONSHIP***

Great relationships can empower great careers at all levels. Wherever you are in your career, mentoring can provide an opportunity to learn and grow, whether you are a mentor or a mentee. There needs to be a collaborative effort and joint accountability about what is being learned, and how learning can be best communicated and evaluated to create a successful learning outcome.

Development in a mentoring relationship means identifying and encouraging growth. In your role as a mentor, please remember to keep your mentees professional and personal development goals at the center of your conversations and shared activities.



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## ***INDIVIDUAL AND SMALL GROUP MENTORING: ORIENTATION SCHEDULE AND PREPARATION:***

### **Live Orientation Webinar: Thursday, December 15, 2016, 12 noon to 1 p.m.**

Your hosts are Bonnie Blake and Sheryl Victor Levy, mentoring co-chairs and Melissa Weisstuch, mentoring committee member.

You will receive an invitation via email with the login information for the webinar. It is recommended that you login around 11:50 a.m. on your computer or mobile device so you see the screen and check your audio before the webinar begins at 12 noon. Remember to place your microphone on mute at the start of the meeting.

It is strongly suggested that you attend the live seminar since you will be able to participate and ask questions. If you cannot attend the live webinar due to school or work commitments, NYWICI will email the link out to all mentors and mentees.

**Preparation: Yes. There is homework.** Please prepare a short list of what you believe are your greatest strengths and weaknesses as you begin your career or are developing your career growth. Please review your goals from your application and update any information. Please share a few sentences about yourself and any personal interests if you'd like. **Please email this information to your mentor by December 21, 2016** so she can have an opportunity to review before January 3, 2017.

### ***MENTORING RELATIONSHIP SEASON: JANUARY 3, 2017 - MAY 31, 2017***

You will have an opportunity to meet with your mentee (or mentees) at least twice during the mentoring relationship season. Each mentoring session is 1 hour.

**Individual one-on-one mentoring** can be scheduled in person, online, on the phone, or via Skype. Please provide your mentee (or mentees) with dates and times that are most convenient. You should determine a schedule that makes sense for you and your mentee.

**Each small mentoring group** will have an opportunity to meet at a location of your choice or in the Kellen offices, 355 Lexington Avenue, 15<sup>th</sup> floor (by appointment). If a mentee (or mentees) cannot attend in person (such as attending school outside the city, etc) there will be an opportunity to call into the small group mentoring session. You should determine a schedule that makes sense for you and your mentees.



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During the course of the year, we hope to facilitate a mentoring program gathering, which you will be encouraged to attend together. It would also be beneficial for you to arrange to meet your mentee (or mentees) at other, regularly scheduled NYWICI events or industry programs outside of the organization. It may also be appropriate (but definitely not required) that you “treat” your mentee to her admission to an event from time to time. This will be particularly helpful if your mentee is a student on a limited budget.

***WORKING WITH YOUR MENTEE:***

- Communicate consistently with your mentee (or mentees). Encourage the importance of maintaining and adhering to the schedule you agreed upon. Communicate immediately if there is a change to the schedule.
- You may choose to have a working agenda for the topics during your meetings, phone calls or emails.
- Please remember that the relationship between you and your mentee is professional and that communications should remain confidential.
- Please use your discretion regarding sharing personal contact information with your mentee.

***PROVIDING FEEDBACK:***

- Remember that you are there to be a guide, and not to complete work or school projects.
- Please make sure that your comments are constructive. Consider using the “sandwich approach”: first praise then constructive criticism, then praise.
- Encourage your mentee (or mentees) to seek out other people’s opinions and advice, not solely yours. Your mentee should appreciate different insights.



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### ***BRINGING THE RELATIONSHIP TO A CLOSE:***

- Your role as a mentor is voluntary. The New York Women in Communications Mentoring Program is a yearly program. You and your mentee (or mentees) may choose to communicate over the course of the scheduled time. Your Mentor/Mentee relationship is scheduled to come to an end on May 31, 2017.
- Take the initiative. If the mentee fails to respond to emails, phone calls or show up on time to on-site meetings, please notify us of the situation so that issues can be resolved and sessions can begin again.

### ***SPECIFIC GUIDELINE TIPS FOR MENTORS***

It's not possible to anticipate every situation and the appropriate behavior to apply when one is mentoring. However, here are a few tips to use as general guidelines:

#### ***DO:***

- Get to know your mentee (or mentees). Try to understand the challenges she faces.
- Be positive, patient, and dependable.
- Be consistent, but flexible. Expect changes in plans.
- Encourage, praise and compliment – even the smallest of accomplishments.
- Be an active listener. Use language that's easy to understand.
- Give concrete explanations.
- Be straight, honest and sincere (people pick up on falseness and shallowness).
- Ask for opinions and participation in decision-making.
- Work with your mentee. Share your knowledge rather than giving advice.
- Be enthusiastic – it's contagious.
- Stress the positive.
- Be firm. Have your mentee assume responsibilities and hold her accountable.



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- Help your mentee use mistakes as learning experiences.
- Be fair – they’ll notice if you’re not.
- Help identify your mentee’s talents, strengths and assets.
- Tell your mentee about yourself, especially what you remember from your school years and early career experiences.
- Help them identify the significance for their own lives of the information you are (e.g., possible future profession, similar experiences, etc.) – tell them how they can use the information.
- Have activities planned in advance.
- Take the initiative. A mentee who fails to respond to emails or phone calls should be pursued and we should be notified of the situation so that any issues can be resolved and sessions can begin again, if applicable.
- If you’re going to miss a weekly e-mail exchange, it is important to let your mentee know you did not forget about her, but were unable to write.
- Learn to appreciate your mentee’s cultural and ethnic background. Strive toward cultural reciprocity.
- Be open to what your mentee can teach you or share with you.
- Honor your commitment – This is extremely important!
- HAVE FUN!

If for any reason you feel you need to discuss your mentee relationship or the mentoring program, please contact us Bonnie Blake ([bon@bonnieblake.com](mailto:bon@bonnieblake.com)) or Sheryl Victor Levy ([Sheryl@savvystrategy.com](mailto:Sheryl@savvystrategy.com)). We are here to help enhance your mentor-mentee relationship experience.