



Peer-to-Peer Coaching (P2PC) Network

PROGRAM INFORMATION

If you asked the most seasoned marketer or business developer how they found their mentor, they would probably tell you that didn't have just *one*, and they didn't find them overnight. As you move through your career, the challenges you face will change. If you're lucky, you have a small network to rely on for brainstorming and guidance; but if you are new to the industry, are handed a task that's out of the ordinary, or if you just want a fresh take - that's where we come in.

SMPS Boston's P2PC network is a member only benefit and a true testament of our commitment to you. Traditional mentor-mentee programs imply a long-term, senior-junior relationship. P2PC steps away from the traditional mentor-mentee model to bring you a more personalized, project-oriented coaching opportunity. Facilitating personal and professional growth for our members and member firms is something we continuously strive for. Our hope is that by identifying opportunities for you to connect with members that have faced similar challenges, we help you develop into the leader you want to be and continue to transform business through marketing leadership.

OTHER EXAMPLES INCLUDE:	SHORT TERM	LONGTERM
Balancing work & life responsibilities	X	
Communicating with coworkers	X	
Transitioning jobs		X
Developing time management	X	
Developing leadership skills		X
Utilizing technology	X	X
Managing a specific project	X	X
Developing writing and speaking ability		X
Transitioning from midlevel to upper-level management / firm ownership		X
Transitioning from technical to project management	X	X
Assisting with marketing	X	
Earning a promotion		X
Resolving ethical dilemmas	X	X
Applying for a job	X	X
Pursuing licensure / continuing education		X
Building a resume	X	
Developing collateral	X	
Negotiating a raise	X	
Starting your own firm		X
Adjusting to retirement	X	X

WHO CAN PARTICIPATE?

All SMPS Boston members who are currently in marketing and/or business development positions at firms in the A/E/C industry.

WHAT KIND OF GOAL OR PROJECT DO I NEED TO HAVE?

Goals can be long or short term. For example:

Long Term Examples:

You're a Marketing Coordinator with generalized experience. You are hoping to grow into a Specialist, Manager, or Director position and want to know what other skills you need to market yourself for a promotion.

You're a Marketing Director whose firm just acquired a firm that specializes in services you are unfamiliar with. You need some guidance on managing a multi-disciplinary marketing team.

Short Term & Project Specific Examples:

Your firm is rebranding. You are looking to partner with other industry marketers for an 'outside' perspective.

Leadership at your firm has tasked you with a large video project. You don't know where to start.

EXPECTATIONS

Participants are industry professionals committed to learning about and supporting the growth and development of other participants. You should expect the same commitment to growth and development from your peers.

We ask that all participants are:

- Prepared to have honest conversations about goals
- Be present, purposeful, and proactive
- Understand that only you can make decisions about your career and your peers can only offer guidance and support
- Communicate about changes that may affect your ability to participate successfully

REWARDS OF PARTICIPATION

- Sharing your experience to elevator careers of others
- Build insight into current issues in the AEC industry
- Growing your network
- Increased credibility in your firm
- Direct access to motivated, up and coming marketers

GROW YOUR CAREER

join the P2PC network

Questions?

Contact:

Shannon Koop
Membership Committee
skoop@geiconsultants.com

Suggested kick-off call questions:

- What are your current responsibilities?
- Where do you see yourself in 5 years?
- What are the challenges of your current position?
- What are your long term professional goals?
- What are your top priorities to focus on in terms of your career development?

HOW IT WORKS

1. Members interested in participating should complete the survey on the SMPS Boston website.
2. Using your survey responses, the Membership Committee will match you with a peer or group of peers. A representative from the Membership Committee will reach out to you directly to talk about next steps.

Next steps could include:

- a. Introductory email, expressing interest in meeting in person or at an upcoming industry event. Depending on the time of year, a P2PC Event may be the next step.
3. During your initial meeting, you should aim to get a thorough understanding of your peer's current role, challenge, and goal.
4. You will work together to develop strategies that will help achieve the task at hand. We encourage regular meetings, occasionally in person.