

MENTORING PROGRAM

Grow your Career, Participate in our Mentor Program!



The SMPS Boston Mentor Program is a member only benefit and is an embodiment of the commitment of the Boston Chapter to assist A/E/C marketers and business developers in their personal growth and professional development. Everyone has the opportunity to get involved, either by being mentored or by being a mentor.

ELIGIBILITY

Getting Mentored: SMPS Boston members who are currently in marketing and/or business development positions at firms in the A/E/C industry and have a minimum of one year professional experience are eligible to be matched with a mentor.

Mentors: SMPS Boston members that are senior-level marketing and/or business development professionals with a minimum of 5-7 years of industry experience are eligible to be a mentor.

Members may participate in the program as a mentor as well as apply to receive mentoring.

What is a mentor?

A mentor is a role model who is committed to helping someone with less experience with their professional development. A mentor functions as an advisor, coach, counselor and promoter.

- **As an advisor**, a mentor is first a careful listener, helping the person they are mentoring to explore their needs, motivations and aspirations. A mentor is willing to share his/her knowledge with a less experienced professional. The mentor might answer specific questions about marketing issues; might give advice regarding the politics of a firm's organizational structure; might suggest how to deal with an individual or difficult situation, or provide information about where to go for further resources.

- **As a coach**, the mentor provides a supportive environment for the person they are mentoring to explore his/her career development. The mentor understands that the person they are coaching needs feedback, honest advice, guidance and direction. A mentor is patient and understanding - willing to respond to the in an unselfish and caring way without being a crutch. A mentor is a sounding board for ideas and options, but lets the person they are guiding make his or her own decisions.
- **As a counselor**, the mentor helps the person they are mentoring obtain a sense of place, meaning and connection to his or her firm, the marketing profession, and to the the industry. A mentor facilitates growth in an individual by sharing knowledge and special insights that have been learned through the years.
- **As a promoter**, the mentor motivates, inspires and encourages the person they are mentoring to tackle challenges to make lasting changes. A mentor has a sincere desire to enhance the success of others.

Rewards of Mentoring

The value of a mentoring relationship and the rewards one receives are directly proportional to the effort, attitude and enjoyment each contributes to the benefit of the other. SMPS members who participate as a mentor may look forward to:

- Opportunities to “give back” by helping the next generation of marketers in achieving career goals and enhanced job performance.
- Staying fresh by keeping a pulse on the industry.
- Increased visibility and credibility as an experienced marketing professional.
- Satisfaction in improving the quality of marketing professionals in SMPS.

An Individual Looking for a Mentor is One Who:

- Seeks coaching, guidance, advice and support from more seasoned professionals in building a marketing career in the A/E/C/ industry.
- Identifies topics or issues that are important to him/her professionally and is open and frank with the mentor regarding needs.
- Sets goals and works towards them.
- Is eager to learn and open to new ideas and suggestions.
- Researches discussion topics viewing them as an opportunity to apply new knowledge to job performance and career goals.

- Is receptive and respectful to the advice, feedback, guidance and support provided by the mentor.
- Understands that ultimately he/she is responsible for making decisions affecting their careers.
- Is appreciative of the help received from the mentor.

Benefits of Being Mentored

- Advice, guidance and support from a senior professional who is not associated with your firm and can provide an independent view.
- Assistance in identifying your career goals and developing an action plan to achieve them.
- Advice in overcoming barriers to professional success so you can live up to your potential.
- Counsel in dealing with your company culture.
- Someone to listen to you and provide objective feedback.
- Enhanced communication skills.
- Greater credibility within your firm and the industry.
- Networking with other marketing professionals.

HOW THE PROGRAM WORKS

All prospective participants must complete the following application and submit it to the Membership Committee. The Membership Committee will then review and match pairs. Mentoring pairs will meet at a time, location, and frequency that is mutually convenient. The person receiving mentoring will be responsible for driving the process and determining the items to be discussed with their mentor.

Questions about the SMPS Boston Mentoring Program should be directed to Abigail Iorio, aiorio@hlblighting.com or by phone: 617.229.5190 x8815

Applicant Information

I'm applying to (check all that apply):

receive mentoring

be a mentor

Name:

SMPS Member #:

Company:

Title:

Email Address:

Phone Number:

Complete this section if you wish to find a mentor:

What do you hope to gain from participation in the SMPS Boston Mentoring Program?

How long have you been involved in marketing professional services?

What are your current responsibilities?

Where do you see yourself in 5 years?

What are your long term professional goals?

What are the challenges of your current position?

What types of personal and professional qualities would you prefer in a mentor?

What areas of industry expertise would you like to learn from your mentor?

- | | | |
|---|---|--|
| <input type="checkbox"/> Collateral Development | <input type="checkbox"/> Business Development | <input type="checkbox"/> Proposal Production |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Website Development |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Writing/Editorial | <input type="checkbox"/> Research |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Database Management | <input type="checkbox"/> Other |

List your top wants, needs, goals, objectives for your career development.

QUESTIONS FOR PROSPECTIVE MENTORS

How long have you been involved in marketing professional services?

What are your current responsibilities?

What areas of industry expertise would you like to share with your mentee?

- | | | |
|---|---|--|
| <input type="checkbox"/> Collateral Development | <input type="checkbox"/> Business Development | <input type="checkbox"/> Proposal Production |
| <input type="checkbox"/> Networking | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Website Development |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Writing/Editorial | <input type="checkbox"/> Research |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Database Management | <input type="checkbox"/> Other |

What types of personal and professional qualities would you prefer in a mentee?

What do you hope to gain from mentoring?

Describe your past experience, if any, as a mentor.

All applicants must submit a copy of their resume with this application. Applications are accepted anytime. Questions about the program or this application can be directed to Abigail Iorio, aiorio@hlblighting.com.

Email your completed application to smpsboston@smpsboston.org.