

OBJECTIVES

The objective of the program is for mentors to provide individual professional guidance and support to the protégé to facilitate their growth and development in marketing and business development in the A/E/C industry. In terms of measurable objectives, the program seeks to help the protégé with:

- Focus on personal career growth, leadership and aspirations
- Commitment of face-to-face meetings every 6-8 weeks and program attendance
- Development of connections among smaller group of leaders in diverse roles
- Development of marketing and business development skills for A/E/C professionals

ELIGIBILITY AND PROGRAM FEE

Forms and questions regarding the program need to be submitted to: **Victoria Mechtly**, victoria.mechtly@tepa.com, (816) 649-8012

Application due date: **October 13, 2017 EOB**

1. Program open to all SMPS KC Members
2. Must be excited and passionate about growing within the A/E/C field
3. Program matches senior members (5+ years of experience) with junior members from non-competing firms
4. Mentor/protégé pairs, or groups, will be limited to a number selected by the mentoring committee each year
5. Must be willing to commit to a 12-month schedule to complete the program
6. **A fee will be charged to the protégé ONLY** and due prior to the first program event (\$75*/year). Fee will apply only if protégé is accepted into the program and will be used for program materials.
** \$75 fee is subject to change for future years.*

SCHEDULE

- September 2017 – Send out mentoring program invitation to SMPS KC Members
- October 13, 2017 – Applications due
- October 2017 – Review potential protégés and mentors and inform those selected
- November 8, 2017 – Kick off meeting/meet your match event
- December 2017 - August 2018 – Pairs schedule one-on-one or group meetings
- January, March, June 2018 – Group events (minimum of 1-2 month notice will be given to all group events)
- September 2017 – Finally, group discussion of lessons learned and how to maintain mentor relationships.

PROGRAM SUMMARY

- Program matches senior members (in general, those with 5+ years of experience) with junior members from non-competing firms based on individual interests.
- Protégés must have full-time employment, and have 1+ years of experience in the A/E/C industry.
- Protégés pay the program fee listed above. Mentors have no fee.
- The mentoring committee works to develop pairs or groups based on the protégés interest and desires for growth.
- A kick-off meeting is held with all members of the program. At this meeting, tentative schedules, roles and responsibilities, and suggestions for discussion topics are discussed.

ROLES AND RESPONSIBILITIES:

- a. **Protégés** – Take the lead and make a firm commitment, clearly state your objectives to mentor. Commit to meeting once a month for face-to-face meetings at a place and time that is agreed upon with mentor, and attend all mandatory group activities/programs. Protégés should always:
 - a. Be clear, honest and complete in expressing their needs and concerns.
 - b. Be proactive to achieve goals, assist with developing a trusting relationship, and take responsibility for professional decisions.
 - c. Respect time and insight of others and maintains confidentiality in interactions. Protégés are willing individuals with the desire to learn and grow the marketing and business development aspect of their careers.
- b. **Mentors** – Be a resource for protégé and answer questions and guide the protégé in their professional development. Commit to meeting once every 6-8 weeks face-to-face meeting at a place and time that is agreed on with protégé and attend all group activities. Mentors listen to concerns and needs, identify gaps in skills or experience, provide support and guidance confidentiality, share knowledge about developing a career path, suggests ways to respond to difficult situations, encourages, inspires, and assists in developing goals and action plans and helps to open protégé's mind to other opportunities. **A mentor is a promoter, advisor, counselor and coach who is committed to the protégé's professional and personal development.**

PROGRAM SET UP AND CUSTOMIZATION

Initial Meeting: At the kick off meeting with mentors & protégés, the following are discussed:

- Expectations for both parties
- Set preferred communication protocol (email, phone, in person)
- Set time and place for future one-on-one/group meetings
- Agree on confidentiality and working parameters
- Select key topics for future meetings
- Develop goals and an action plan to achieve goals

Possible Discussion Topics: The following list can help start the thought process and is not inclusive of all topics:

- Business development do's and don'ts
- Client and business development
- Organizational management
- Career path
- Communication between professions and generations
- Company culture
- Diversity (gender, ethnicity, age) issues
- Developing relationships and how to network
- Social media
- Leadership and facilitation
- Marketing communications
- Marketing management
- Marketing research
- Marketing plan
- Public affairs
- Strategic planning
- Identifying leads in specific markets
- Lead generation