



She Runs It.

**Individual Mentoring Program
Guidelines and Best Practices
Spring Session
April – December 2021**

Mentoring Program Overview

The **She Runs It Mentoring Program** is a fundamental expression of our commitment to each member's professional development and personal growth.

The **She Runs It Mentoring Program** connects experienced professionals with aspiring talent in a supportive, one-to-one environment. Working together mentors and their mentees gain real-life wisdom, and the benefits of new perspectives on career development and work-life balance. Regardless of age or career tenure, **She Runs It** believes that all members have something to offer each other.

2 NINE-MONTH PROGRAMS OFFERED EACH YEAR:



- April - December
- November - July

Invitations to participate are extended to all members in **February** and **September** applications.

Tips for MENTEES



1. Leverage your time with your mentor. Be respectful of this relationship.
2. Keep in mind, this is a nine-month program, which will go by quickly!
3. Keep commitments agreed upon with your mentor.
4. Come to meetings prepared with a plan of action and follow-up with next steps.
5. Be curious and open. Your mentor will present you with new perspectives and advice based on life experience - take advantage of it!
6. Be flexible. Renegotiate your mentorship when your personal or professional needs change.
7. Be in communication. It's your role to be in proactive communication with your mentor about scheduling.
8. Respect and value each other and the ways you're alike and different.
9. Listen to each other's viewpoints.
10. This relationship is about candor, trust and honesty so keep your meetings and discussions confidential.

Guidelines & Expectations

1

MENTEE SHOULD TAKE THE INITIATIVE

The professional relationship between a mentor and a mentee is a special one. While it is important to consider the needs of both participants, the priority is to support the mentee in establishing and attaining her goals. The program is designed to enable the **mentee to proactively guide and manage the partnership.**

2

TIME COMMITMENT: ONE MEETING PER MONTH

The time investment is one meeting per month, video conference or by phone. It is important for both participants to clearly define their expectations during the first few meetings. Creating a shared commitment to the goals and outcomes early will help ensure a successful partnership.

3

QUESTIONS, COMMENTS CONCERNS? REACH OUT TO YOUR COMMITTEE

The **She Runs It Mentoring Committee** is a resource for all program participants. Mentors and Mentees have access to a team of Advisors dedicated supporting their participation. We encourage you to leverage your committee resource for advice and recommendations to address any challenges that may arise in your partnership. **All feedback provided to committee members is completely confidential.**

Tips for MENTORS



1. Commit to focused time. Expectation is one-hour per month for the nine-month program. Be clear about your availability and avoid multi-tasking.
2. Set expectations and boundaries. Define the roles, expectations and goals for each of you.
3. Be a resource for information and skill building. Suggest appropriate skills training and opportunities for professional growth.
4. Be accountable and flexible. Hold your mentee accountable for her commitments to your shared goals.
5. Be open to renegotiating the relationship if personal or professional needs change.
6. Also be aware of the significant role you are taking on. Own it.
7. Be curious and in communication. Serve as a confidante to your mentee by providing objective, appropriate and timely professional advice.
8. Respect and value each other and the ways you're alike and different.
9. Listen. Try to understand the other person's perspective.
10. This relationship is about candor, trust and honesty so keep your meetings and discussions confidential.



MENTORS

Mentoring Program Roadmap

Meeting

1

BREAK THE ICE &
ESTABLISH A
RAPPORT

2

AGREE TO GOALS &
DEVELOPMENT
PLAN

3-4

WORKSHOP &
MONTHLY
ACTION PLAN

5

EVALUATE &
ASSESS

6-7

WORKSHOP &
MONTHLY
ACTION PLAN

8

REVERSE
MENTORING &
COMMUNITY
OUTREACH

9

WRAP-UP

Questions for Mentees to ask Mentors:

TIP:

Always come with an agenda!

This will help make the most of your time with your mentor, even if you end up straying from the agenda for a bit.

1. What has been your most rewarding accomplishment?
2. What do you wish you knew at my career stage?
3. What were your biggest failures, and what did you learn from those experiences?
4. If you could do it all over again, what would you do differently?
5. What is the biggest leadership lesson you've learned, and why is it valuable?
6. I'm considering a career transition. Can you help me to evaluate the pros and cons?
7. Five years ago, is this where you envisioned you would be?
8. Can you tell me about a time you had a difficult boss, or co-worker? How did you handle it?
9. How do you stay connected with key influencers in our industry who do not work in the same office or region?
10. Tell me about a recent setback, and how you recovered.

Questions for Mentors to ask Mentees:

1. What do you hope to achieve through this mentorship program?
2. What do you see as your biggest professional challenges?
3. What are you passionate about?
4. What has been your most rewarding accomplishment? This can include things outside of work.
5. Where do you hope to be in one year? What steps will get you to that point?
6. Where do you see yourself in 5-10 years? What steps will get you to that point?
7. Tell me about a time you took initiative on a project and went above and beyond your job description to accomplish the objective.
8. What do you do for fun?
9. What do you consider to be your strongest attribute? In which areas do you want to improve?
10. What aspect of your job do you get the most fulfillment from? Why?

TIP:

Listen to what your mentee's goals or ambitions are.

Before talking about your experience, it's important to understand what the mentee hopes to get from the relationship, so you can best guide your discussions with her.

Ideas for Mentor/Mentee Activities

Enjoy the
experience!



1. Focus on the relationship

Take some time to get to know each other. This will make relationship building more natural and will lay the foundation for everything else you can accomplish together.



2. Do some reverse mentoring / educational sessions

As a mentee you have so much you can teach your mentor from a technology, social media or industry skills perspective. Share something you each wasn't to learn from either one another or someone in your respective communities.



3. Practice the Hard Stuff

Big presentation coming up? Trying to navigate a difficult conversation with your boss? Do a dry run with your mentor, who can offer advice and tips on how to improve.



4. Have some fun together!

Meet with other mentor and mentee pairs; start a mini book club or share interesting articles; go to a She Runs It event together; enjoy a shared social activity.

Resources: Great Reads, Worth Every Minute



Recommended Reading

Crossing the Chasm - by Geoffrey Moore

Fierce Conversations - by Susan Scott

Hiring for Attitude – by Mark Murphy

Lean In - by Sheryl Sandberg

Originals - by Adam Grant

Pivot - by Jenny Black

Playing Big - by Tara Mohr

S.P.I.N. Selling - by Neil Rackham

The Magical Art of Tidying - by Marie Kondo

The Pursuit of Wow - by Tom Peters

Winning - by Jack Welch

The Memo - by Minda Harts

I'm Judging You - by Luvvie Ajayi

Professional Troublemaker - by Luvvie Ajayi

Dare to lead - by Brene Brown

Rising Strong - by Brene Brown

Daring Greatly - by Brene Brown

I Thought it Was Just Me - by Brene Brown

Discover Your Strengths – by Marcus Buckingham

How to Win Friends & Influence People – by Dale Carnegie

7 Habits of Highly Effective People - by Stephen Covey

Be Your Own Mentor - by Sheila Wellington and Catalyst

The Element: How finding your Passion Changes Everything – by Ken Robinson

The 5AM Club: Own Your Morning, Elevate Your Life – by Robin Sharma

Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds – by Carmin Gallo

[The 5 types of mentors you need in your life](#) article – by Julia Fawal

Executive Presence: The Missing Link Between Merit and Success – by Sylvia Ann Hewlett

Forget a Mentor, Find a Sponsor: The New Way to Fast-Track Your Career – by Sylvia Ann Hewlett

One Minute Mentoring – by Ken Blanchard and Claire Diaz-Ortiz

I'm still here - by Austin Channing Brown

Resources: Great Listens



Podcasts You Don't Want to Miss

The OhHeyCoach Career Clinic Podcast – Ronnie Dickerson Stewart

SweatHead by Mark Pollard (For Account Planners/Strategists)

Marketing Today with Alan B. Hart

Second Life w/Hillary Kerr- Spotlights successful women who've made career changes & fearlessly mastered the pivot.

HBR Podcast: Women at Work– Conversations about the workplace and women's place in it.

Wake Up and Level Up - www.wakeupandlevelup.com

Mentoring Moments - By Forbes on PodcastOne

Be Free Project - 7 Empowering Women Podcast

How I Built This - Guy Raz on NPR

Unlocking Us - By Brene Brown

Code Switch - NPR

1619 - New York Times

Pod Save the People - DeRay Mckesson

Yo, Is this Racist - Andrew Ti and Tawny Newsome

Seeing White - Chenjeral Kumanyika and John Biewen

Resources: Great Follows



Who to Follow on Twitter

Sheryl Sandberg - COO at Facebook, dedicated to empowering women / [@LeanInOrg](#)

Mika Brzezinski - TV host, author, advocate for female empowerment / [@morningmika](#)

Malala - Advocate for girls' education and women's equality, UN Messenger of Peace / [@Malala](#)

Suze Orman - Motivational speaker and financial expert / [@suzeormanshow](#)

Arianna Huffington - News, politics and insights / [@ariannahuff](#)

Beth Comstock - Innovative and inspirational corporate leader / [@bethcomstock](#)

Austin Channing Brown - Racial justice writer, speaker, producer / [@austinchanningbrown](#)

Who to Follow on Instagram

Michele Ghee - Media Exec and Strategic Alliance cofounder / [@stratechic](#)

Luvvie Ajayi - Author, activist, and digital strategist/ [@luvvie](#)

Jane Goodall - Legendary scientist, conservationist, and humanitarian/ [@janegoodallinst](#)

GirlBoss - Community for women passionate about career growth/ [@GirlBoss](#)

Arianna Huffington - News, politics and insights / [@ariannahuff](#)

Oprah - TV producer, actress, author, philanthropist / [@oprah](#)

Resources: Mentoring Community



Facebook

Join our private Facebook Group: [She Runs It Mentoring Meetup](#)

This is where the She Runs It mentoring community comes together to share videos, articles, book recommendations, advice and events.

This is a private group, we give access to those involved in the She Runs It Mentoring Programs!



Mentoring Meet-Up Program

An initiative created to encourage community and collaboration amongst our program members. Led by volunteers in the program, we invite mentors and mentees to organized meet-ups (virtual, for now!) to share ideas, discuss relevant topics and connect with each other. Meet-ups occur bi-monthly.

Building Your Mentoring Community

Do you want to build community with your fellow mentors? Share ideas with one another? If so, add your contact details, visible to all, and use this as your Mentor Directory.

[GOOGLE LINK HERE](#)

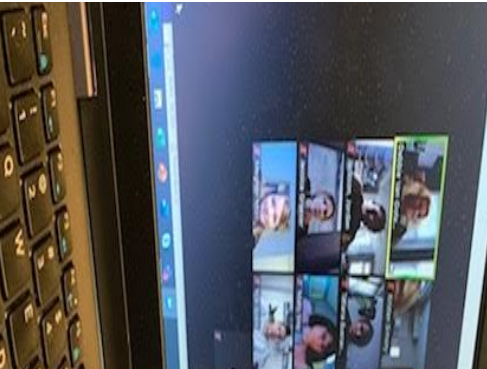
Do you want to connect with fellow mentees? Add your name/contact details to the Mentee Directory

[GOOGLE LINK HERE](#)

A Little Bit More About the Meet-Ups



- ✓ FREE
- ✓ Planned by YOU! (with help)
- ✓ Informal way to meet others
- ✓ 4 per program



Past topics include:

- Enneagram Types
- Building your Personal Brand
- Management Styles
- Having Difficult Conversations
- Let's Talk Money
- + many more!



She Runs It.

Roadmap & Best Practices



MEETING 1: BREAK THE ICE AND ESTABLISH A RAPPORT

This first meeting should establish a foundation for the relationship. The mentee should assume the responsibility for scheduling the first meeting.

- Share why each of you are participating in this program.
- Take time to review LinkedIn profiles in advance, come prepared! Assess each other's skills as an exercise to keep in mind for a "Reverse Mentoring" month! More on that later.
- Mentors share three areas of expertise as defined in application. Mentees share why they're participating.
- Mentors especially should share acquired business relationships (broader context) and their growth path to help build candid picture, insight, and eventual trust.
- Use the last 10 minutes of your time together to schedule upcoming meetings, at least the next three, or all of them! It's ok if dates change later along with time preferences, the key is to have the time commitment in place.

Roadmap & Best Practices



MEETING 1: BREAK THE ICE AND ESTABLISH A RAPPORT (cont'd)

This first meeting should establish a foundation for the relationship. The mentee should assume the responsibility for scheduling the first meeting.

- Ensure any boundaries are laid out up front, such as no phones at home after 7:00 p.m. due to toddler (etc.).
 - Also, set your expectations (so you avoid correcting later). You want to avoid the awkward moment of sharing great tips mid-story and having them say, “So sorry, didn’t have a pen, can you repeat that”. Note taking is important and something good to refresh every new meeting to quickly get on same page and remind each-other their word are heard and their time is respected.
- Mentees commit to come to next meetings with goals outlined and a draft Development Plan.
- After the initial meeting, the mentee is responsible for taking the lead in setting a schedule and determining the issues she wants to discuss in the meetings.
- Don’t forget to join the [She Runs It Mentoring Meet Up Facebook Group](https://www.facebook.com/groups/sherunsitmentoring/)
<https://www.facebook.com/groups/sherunsitmentoring/>

Roadmap & Best Practices

2

MEETING 2: AGREE TO GOALS AND DEVELOPMENT PLAN

- Mentee comes prepared with **SMART** goals documented and potential outcomes, ideally with the Development Plan populated.
- Mentor should be prepared to coach the mentee on making the outcomes SMART.
- **What are the strategic steps the mentee should be taking to achieve the goals?**
For example, if an outcome you're seeking is a promotion, your goals should be designed to develop the skills and relationships you need to make that happen.

S.M.A.R.T

S P E C I F I C

M E A S U R E A B L E

A C H I E V A B L E

R E L E V A N T / R E A L S T I C

T A N G I B L E / T I M E - B A S E D

Roadmap & Best Practices



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MEETING 2: AGREE TO GOALS AND DEVELOPMENT PLAN (cont'd)

DEVELOPMENT PLAN EXAMPLE #1

Goal: Over the next 6 months I would like to improve my poise, clarity and confidence when presenting to a group. (SMART)

Outcome: Successfully lead Client presentations with decision makers that close deals.

Actionable steps to work on with mentor:

- Commit to attending a Toastmasters meeting at least once per month.
- Plan to present to mentor (make sure presentation is recorded) so she can help identify the key areas of improvement (remove space-filler words or phrases, posture and body language, command of material, enunciation, etc.).
- Discuss one area of focus for improvement each month and track progress - keep a diary
- Role-play with co-workers, family members, mentor - practice makes perfect.
- 3 month check-in - Meet and present to Mentor (record) and review progress and continued areas of improvement (Keep, Stop, Start evaluation quarterly).
- Repeat these steps quarterly until Mentee feels they achieved the desirable outcome.

Roadmap & Best Practices



2

MEETING 2: AGREE TO GOALS AND DEVELOPMENT PLAN (cont'd)

DEVELOPMENT PLAN EXAMPLE #1

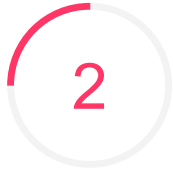
Goal: Over the next 3-6 months month, I hope to establish a better work/life balance.

Outcome: I will be a happier and more effective employee without sacrificing essential time with my family and friends.

Actionable steps to work on with mentor:

- Evaluate current state of work/life balance. Identify areas for improvements.
- Create a schedule for mandatory personal time (exercise, dropping kids at school, family dinner twice a week, etc.)
- If your current work situation isn't accommodating, discuss to **approach the challenge**.
- Conversation with boss or HR.
- Evaluate new opportunities based on your circumstances.
- Track progress each month to see what incremental positive changes have been made. Also, track any setbacks.
- Have a quarterly review with mentor (Keep, Stop, Start) as progress is being made.
- Evaluate if your expectations are meeting your actions. Pivot accordingly until you get closer to achieving your goal.

Roadmap & Best Practices



MEETING 2: AGREE TO GOALS AND DEVELOPMENT PLAN (cont'd)

DEVELOPMENT PLAN TEMPLATE

Goal: _____

Outcome: _____

Actionable steps to work on with mentor:

1. _____
2. _____
3. _____
4. _____

Schedule a quarterly review with mentor: _____

Evaluate your own progress:

Roadmap & Best Practices



MEETING 3 - 4: WORKSHOP/MONTHLY ACTION PLAN

This is the most tactical time frame of the program and the type of tactics will vary, dependent on the goals. Could be as straightforward as:

- Updating the resume
- Role playing (e.g.; interviewing, salary negotiation conversations, etc.)
- Tips on becoming a first-time manager
- Share annual review feedback
- Learning how to navigate difficult conversations, etc.
- Be open to having a continuous dialogue on longer ranging situations such as office observations, changes, progress (theirs, the company, their boss, their team, etc.). This will help develop good material for ongoing discussion.
- Be prepared to pivot as mentee job or boss or culture of company can change affecting their needs or plan.

Roadmap & Best Practices

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MEETING 5: EVALUATE & ASSESS

- **Halfway point:** check-in with one another by reviewing the goals set in second meeting and share constructive feedback about how the sessions may or may not be tracking against the goals.
- **Do a KSS** (Keep - Stop - Start) exercise.
- Re-establish final six month goals based on any changes occurring in business or professional life of mentee.

6 - 7

MEETING 6 - 7: WORKSHOP AND MONTHLY ACTION PLAN

- Similar to Meetings 3-4, likely tactical from re-evaluation or year long plan. Practice learnings and have mentee verbalize them which heightens learning versus just listening and taking notes.
- Lastly for your own growth, ask what you could have done better for the year (for your own truth and improvement).

Roadmap & Best Practices

TRY IT AND
HAVE FUN!

8

MEETING 8: REVERSE MENTORING & COMMUNITY OUTREACH

Reverse Mentoring

One of the most fulfilling aspects of the mentoring experience is when the Mentor learns from his or her Mentee. The mentor-mentee relationship is an equal value exchange where both Mentor and Mentee experience personal and professional growth.

This month we encourage the Mentor and Mentee to switch roles with the Mentee guiding Mentor. This can be business-related, skill-set improvement, even personal interest based.

A few real-life examples of reverse mentoring include:

- A Mentor didn't "get" Snapchat so her Mentee showed her how to download the app, create stories, add friends, etc. It was a lot of fun for both and the Mentor noted that without the training session she never would have considered **using** the new technology.
- A Mentor was considering rolling out a new type of content marketing program which neither she nor anyone on her team had much experience with. The Mentee had a lot of experience in this area so she shared her knowledge and even conducted a best practices sessions with the Mentor's team.
- Some Mentors learned more about their mentees love of travel, sports, and where to dine in the cities they travel! Share what you've both explored and learned!

Roadmap & Best Practices

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MEETING 9: WRAP-UP

- Ensure that mentee can look back, recognize and recreate 'lessons learned'.
- What are the outcomes I got, what was truly valuable.
- On last meeting, if mentee is continuing the next year in program as mentee and/or mentor, prepare plan for their first meeting for the new year.
- Also, discuss their potential time-table (if applicable) to transition to a mentor. If they are interested, provide your feedback to committee/org on their readiness.
- Lastly for your own growth, ask what you could have done better for the year (for your own truth and improvement). I suggest doing this at 6-7 month mark as well, so anything that is off can be repaired before year-end. (Should also be noted on the 6-7 month page).

Additional Contacts

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