



Mentoring Program

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The APPA Y-Promo Mentoring Program matches experienced promo professionals (mentors) with young promo professionals (mentees) wanting to advance their career and seek professional development and personal guidance.

The purpose of the nine month APPA Y-Promo Mentoring Program is to facilitate mentoring relationships so that experienced mentors can share advice, knowledge and experiences with mentees to assist in building their capability and career progression, resulting in a mutually beneficial professional development relationship.

The program enables links to be established between experienced promo professionals from within the APPA membership cohort and members who are seeking opportunities to develop their careers in the promotional products industry.

The program matching process aims to match mentors and mentees with similar fields of interest and/or similar roles to maximise the benefits of the program. Mentors and mentees may be matched across states, territories and countries in order to ensure the best match, a process facilitated by the use of Zoom or other video conferencing technology.



Why become a Mentee?

The benefits of being mentored can be significant whether you are an employee working for an organisation or self-employed. For employees who are being mentored, the program will equip you with skills and learnings that can form an indispensable part of your career journey. For self-employed mentees, mentoring can provide guidance and direction on business development and success.

Having access to a more senior, learned, and experienced person, develops a relationship that sees the mentee grow not just in personal terms, but in professional development too.

For mentees, some key benefits of being mentored include:

- Learning from the best in your industry.
- Gaining an outside perspective to workplace related challenges.
- Targeting your areas for career development and professional growth.
- Exposure to new ideas and ways of thinking.
- Pathways into leadership within the Association and the industry in general.

Why become a Mentor?

Mentoring goes beyond simply sharing knowledge and experiences. The mentor / mentee relationship provides for mutually beneficial rewards to both parties.

Mentors can learn significantly from their mentees through listening, reflecting and being actively involved in the development of their mentee. Being involved in mentoring also provides some tangible benefits that can reward mentors professionally.

For mentors, some key benefits of mentoring include:

- Gaining recognition for your skills and experience.
- Exposure to fresh perspectives, ideas and approaches.
- Self-development through personal reflection.
- Development of your personal leadership and coaching styles.
- Benefiting from a sense of fulfilment by giving back to the industry.

Key dates

Applications Open	Wednesday 7 July 2021
Applications Close	Wednesday 18 August 2021
Matching Process Complete	Friday 27 August 2021
Induction Webinar	Friday 17 September
Program Commences	Monday 20 September 2021
Program Concludes	Thursday 30 June 2022

Cross-company networking

APPA members may be reluctant to mentor or to allow their staff to be mentored by rival businesses and may already be mentoring employees internally.

Your employees are always wanting to build their networks and as their employer, it benefits you to be a part of this process. It benefits you to proactively seek avenues for your employees to feel valued and fulfilled, and to ensure that they are eager to learn and develop the skills applicable to your organisation today.

Benefits of cross-company mentoring:

- Mentors and mentees feel more comfortable with an individual who doesn't have an agenda or attachment to the individual's organisation.
- Mentors from other companies are more objective in assessing a mentee's growth and development.
- Cross company mentoring gives all organisations and individuals access to different skills and different backgrounds that they wouldn't otherwise be exposed to.
- Both mentees and mentors bring new and outside perspectives into their organisations.

This program is not designed to assist mentees with employment opportunities; it is a program to aid the mentee in their professional development.

Program delivery and facilitation

Once mentees and mentors receive their match, the program is then largely managed by both parties. Mentees and mentors set up their meetings, communication schedule and plan objectives/goals for each meeting. The format of these meetings will be negotiated between the pair at their first meeting and may include e-mail, phone, Zoom, TEAMS, Skype or face to face meetings.

Mentors and mentees will have access to an online portal of mentoring resources to help guide them through the program. APPA will also provide the necessary admin support throughout the program and will regularly 'check in' to see how the mentors and mentees are tracking.

An Induction webinar will be conducted shortly after mentors and mentees have been paired to introduce participants to the program. The session helps provide an overview of the structure of the program specific to mentor and mentee's roles and responsibilities.

Pairing

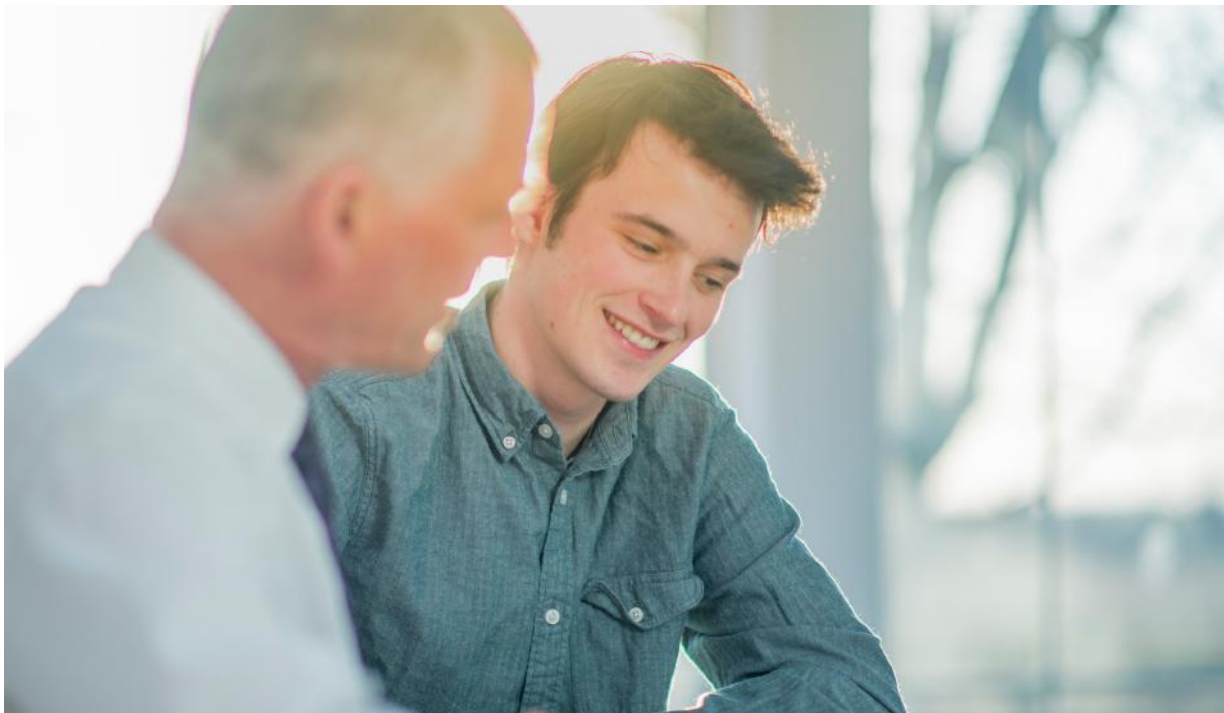
Mentors and mentees will be asked to complete an application form to understand the mentor / mentee's motivation for joining the program and or life experience and assist in matching compatible participants.

The pairing of mentors and mentees will be undertaken through a structured analysis process undertaken by APPA staff.

The Mentor role

Throughout the program, mentors are expected to:

- Login to the mentoring portal and use the available resources;
- Respond to the mentee introductory email within 48 hours of receiving;
- Provide guidance to your mentee, offer relevant advice and give feedback when required;
- Try and plan each meeting ahead, have some initial questions prepared to ask your mentee or some relevant experiences to share which may help the mentee in situations they might face in their professional life;
- Take an interest in your mentee and assist them to achieve the goals they have set for the mentoring program;
- Ensure confidentiality is maintained;
- Be willing to listen and communicate with your mentee.



The Mentee role

Throughout the program, mentees are expected to:

- Login to the mentoring portal and use the available resources;
- Upon confirmation of your match, contact your mentor within 1 week;
- Take responsibility for your development and proactively initiate contact with your mentor;
- Use a variety of methods to initiate contact - telephone, e-mail, face to face;
- Plan the meeting ahead, create a list of things you would like to discuss that you feel will be relevant to your development;
- Be honest and clear with your mentor about what you would like to learn and achieve;
- Ensure confidentiality is maintained;
- Be willing to listen and learn;
- Ask for feedback and give feedback when required.

Time commitment

Mentees and Mentors need to ensure that they allow adequate time each month to commit to the program including time allocation for meetings and any preparation required to ensure that the program continues to move forward with their mentor/mentee.

The minimum time commitment that APPA recommends is 1 hour per month. APPA recommends that the pair set up their mentoring schedule and expectations during their first meeting. This will assist in forward planning for each session.

While times and dates may be put into calendars, each participant needs to be flexible and considerate of their mentoring partner's time and notify each other of any changes or cancellations. If cancellation of meetings is unavoidable the person requesting the cancellation should also be suggesting alternative dates and times to keep the program on track.

Typically, the more time the pair put into the program the more successful the mentoring relationship will be.

Communication methods

Many mentoring pairs communicate on a more regular basis than the recommended minimum utilising email, phone, face-to-face, Skype, Zoom and other virtual methods as they see fit. Participants should discuss the different types of communication they would like to use with their respective mentoring partner.

Early closure of relationship

There may be instances where the mentor / mentee relationship ends prior to the program formally ending. The reasons for this can vary and fault will not be assigned to either party. Ending the relationship can be initiated by either party without the need to declare the reasons between the mentee / mentor.

Not all mentee and mentor relationships work out, whether it be interests, schedule or personalities; it is to be expected that some relationships will need early closure. In all cases, no fault is attributed to either party and participants will be encouraged to participate in a future program or be re-assigned within the existing cycle (timing dependent).

If a mentee or mentor wishes to end a relationship, APPA must be contacted as soon as possible so the facilitation process can commence.

Evaluation and review

All program participants will be asked to complete an end of program survey. Feedback and evaluation are important elements in ensuring that APPA continues to deliver benefits to its members.

Code of Conduct

In applying for and entering into the APPA Mentoring Program, it is understood by participants that the following code of conduct is to be adhered to at all times:

1. The Mentoring Program requires dedication from both parties to make it work. The candidate should understand that the mentoring program will require time commitments and be happy to give up some of their time to participate in the program and communicate with their mentee/mentor.
2. It is expected that mentors/mentees will complete the application form honestly, in order for the matching to be as successful as possible.
3. It is expected that mentors/mentees are aware that once the mentoring program has ceased, they are no longer a recognised mentor/mentee combination in the program.
4. It is expected that all mentors and mentees will enter into the mentoring relationship with a commitment to assist each other to develop and learn in an environment that will support honesty, fairness and respect.
5. It is expected that if the mentoring relationship is not working for any reason, that APPA will be notified immediately to ensure that the matter is addressed and if necessary a new mentor/mentee allocated.
6. If for any reason you cannot see the program through to its conclusion, participants need to notify APPA and their mentee/mentor as soon as possible.
7. It is expected that within the mentoring relationship there will be no bullying, abuse or misconduct on the part of the mentor or mentee and that failure to abide by this may result in termination from the program and further action if necessary.
8. It is expected that the mentor/mentee, in becoming a part of the Mentoring Program, will provide time to share ideas, knowledge and experiences with their partner in the mentoring relationship.
9. It is expected that confidentiality and privacy of the mentor/mentee will be strictly adhered to and that failure to do so may result in termination from the program and further action if necessary.