

SMPS St. Louis Mentoring Program

Mentors/mentees will be paired for a period of one year, and will be required to meet regularly.

What is a Mentor?

A mentor is a role model who is committed to the mentee's development in the areas of competence, confidence, and career development. A mentor functions as an advisor, coach, counselor, and promoter.

- As an advisor, the mentor is first a careful listener to explore the mentee's needs, motivations and desires. A mentor is willing to share his/her knowledge with a less experienced mentee through direct advice in a particular area for the development of the mentee. 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 mentee to explore his/her career development. The mentor understands that a mentee needs feedback, honest advice, guidance and direction, being mindful of benefiting the mentee. A mentor is patient and understanding – willing to respond to the needs of a mentee in an unselfish and caring way without being a crutch. A mentor is a sounding board for ideas and options, but lets the mentee make his or her own decisions.
- As a counselor, the mentor helps the mentee obtain a sense of place, meaning, and connection to his or her firm, the marketing profession, and to A/E/C and other related firms in the industry. A mentor facilitates growth in an individual by sharing knowledge and special insights that have been learned through the years. The mentor offers wise counsel based on knowledge and experience outside normal learning channels like college and university courses or training programs.
- As a promoter, the mentor motivates, inspires and encourages the mentee to tackle challenges to make lasting changes. A mentor has a sincere desire to enhance the success of the mentee.

Rewards of Mentoring

The value of a mentor – mentee 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 can 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.
- Satisfaction in reducing the turnover of marketers in the A/E/C industry.

While there are no specific requirements for being a mentor, SMPS St. Louis recommends serving in a marketing/business development role in the A/E/C industry for 10+ years.

A mentee 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 toward 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 a 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 a Mentee

SMPS members who participate as a mentee can look forward to the following benefits:

- 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.

Anyone can be a mentee, regardless of years of experience.

** Mentor/mentee descriptions and benefits provided from Mentoring Pathways, the SMPS National Mentoring program. www.smps.org*

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