

WOMEN IN MEDIA

A MEAA Initiative

Women in Media mentoring program

Thank you for joining Women in Media's mentoring program.

WiM's objectives with this voluntary program are:

- To improve opportunities and outcomes for women working in media
- To retain talented women in media
- To transfer knowledge and accelerate learnings in a multi-skilled working environment
- To foster resilience

Code of Conduct

- The Women in Media Mentoring Program requires commitment from both parties to make it work. Mentors and mentees should understand that the program will require time commitments and be happy to give up some of their time to communicate with their mentee/mentor.
- It is expected that mentors/mentees are aware that once the mentoring program has ceased, they are no longer a formally recognised mentor/mentee combination. It is up to the pair if they choose to maintain the relationship outside Women In Media's program.
- If your contact details change, you should advise both your mentor/mentee and Women in Media via Seira.Aikins@meaa.org
- It is expected that if the mentoring relationship is not working for any reason, that Women in Media will be notified immediately to ensure that the matter is addressed or, if necessary (or possible), a new mentor/mentee is allocated.
- The candidate must understand that once they have made the commitment to participate in this mentoring program, if for any reason they cannot see the program through to its conclusion, they must notify Women in Media and their mentee/mentor as soon as possible.
- There must be no misconduct or breaches of the Code of Conduct on the part of the mentor or mentee within the mentoring relationship. Allegations of misconduct will be reviewed by the Women in Media committee.
- Confidentiality and privacy of the mentor/mentee must be strictly adhered to.

Mentor Guidelines

What does a mentor do?

- ❖ Be responsible for maintaining regular contact – discuss and arrange an ideal time and frequency (mutual) when you first make contact. The minimum is once a month.
- ❖ Help to identify the mentee's goals and objectives and development of action plans to address these.
- ❖ Provide information, coaching, guidance and constructive comments.
- ❖ Review the mentee's performance and progress.
- ❖ Ensure absolute confidentiality of matters discussed and information provided by the mentee.

The mentor's responsibilities

These are for your guidance – they are not rules. Some of these responsibilities are obvious; others you might want to adapt to suit the relationship and circumstances

- Ensure confidentiality is maintained
- Be available when you say you will
- Provide guidance to your mentee, offer relevant advice/coach and give feedback when required
- Assist your mentee to achieve the goals they have set for the mentoring program
- If appropriate, introduce your mentee to professional networks and explore career development opportunities
- Know your own professional boundaries and areas of expertise/knowledge and refer the mentee to other specialists for advice as required
- Share information on your own success and failures – and what you learned from the situation
- Keep an open mind, don't discount or minimise experiences that your mentee is sharing with you.
- When providing negative feedback – and sometimes that is important to do - always be constructive
- Follow up the key discussion points from each session in a brief email
- Keep communication lines open
- You are NOT expected to be a health professional. If you become aware of an issue of concern, suggest that your mentee seek professional help or refer them to an organisation such as Lifeline.

Mentor as coach

Consider using a method such as "GROWTH" coaching method with your mentee. It is a very handy guide for every discussion and also a useful way of avoiding a typical one-way conversation from the mentor to the mentee. It is also useful if the mentee shows signs of being someone who would prefer to pick the mentor's brains rather than do the hard work of change and personal growth herself.

You can offer advice, options or suggestions, but as a mentor/coach you are making the mentee think and grow. If you would like further information, contact Women in Media.

Possible framework

This framework outlines a 5-step process, based on several mentoring programs, which mentors may find helpful and wish to follow. WiM provides this as a guide only. Ultimately, the relationship is yours to create and drive with your mentee.

Stage One – Establish the Mentoring Agreement

The agreement can be established between the mentor and the mentee by:

- Formalising expectations on both sides
- Being completely clear about what both mentor and mentee expects. Consider putting it in writing. Reasons for participating will be different for everyone, and might include:
 - To develop knowledge in a specific area
 - To seek advice and feedback
 - To gain assistance in developing a career strategy
 - To gain a role model
 - Identify professional growth and development areas
- Organising how often the pair will meet, how meetings will be conducted and where the meetings will be conducted.
- Discussing the issue of confidentiality and ensuring both parties are comfortable sharing information with the other.
- Clarifying that if the mentee is asking things beyond the expertise of the mentor, that the mentee will be referred to someone else.

Stage Two – Develop a relationship

- Communication is the key to building rapport and trust – do it regularly.
- Being honest with the mentee. If there's an issue – talk about it.
- Keep your appointments or reschedule promptly.
- Be receptive to new ideas and give constructive feedback – the mentee will appreciate the honesty and the relationship will develop. Accept feedback yourself!

Stage Three – Provide support

The main role of the mentor is to provide support to the mentee and assist with their professional development. You can do this by:

- Helping the mentee set SMART (specific, measurable, achievable, realistic and time limited) goals
- Helping them to identify areas where they need further training
- Providing a different perspective for a more rounded point of view on issues.
- Challenging the mentee's assumptions and perspectives to encourage the development of new ways to approach situations or achieve goals.

Stage Four – Manage the process

As the mentoring relationship develops it becomes increasingly necessary to ensure the process is on track. The ways in which the mentor can do this are:

- Preparing for meetings in advance to ensure that meetings are focused and cover issues the mentee has specified as a goal or challenge

- Keeping the mentee goal focused and keeping the meetings relevant. This can be done by constantly referring back to the mentoring agreement and what the pair agreed they wanted to achieve
- Celebrating achievements
- Keep notes of each meeting, have a log sheet so that communication is recorded – let the mentee know when they are not fulfilling their end of the bargain, for example when the mentee hasn't prepared something they said they would in the last meeting. This can work both ways

Stage Five – Evaluate the Effectiveness

Evaluating the mentoring relationship is one of the most important stages in the mentoring relationship. Evaluation allows the mentor to accept feedback from their mentee and identify areas where they can improve as a mentor. This can include:

- Asking for feedback from the mentee directly either face to face or through a questionnaire.
- Frequently discuss the relationship and ensure it is meeting the needs of the mentee – this will ensure the relationship is always effective and not casual.
- Refer back to goals discussed at the beginning of the mentoring relationship and check if they have been achieved for both the mentee and the mentor.

Mentee Guidelines

Congratulations on being selected for this wonderful opportunity to develop your skills, confidence and career path as part of Women in Media's mentoring program. The following information is designed to be a foundation for you as mentee in establishing a good and productive relationship with your mentor.

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What does a mentee do?

- Respect the boundaries of the mentoring relationship
- Be pro-active about identify your goals and priorities
- Be open to listening and learning
- Act on advice and agreed tasks
- Review progress with your mentor
- Maintain strict confidentiality

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- Provide information, coaching, guidance and constructive comments.
- Review the mentee's performance and progress.
- Ensure absolute confidentiality of matters discussed and information provided by the mentee.
- A mentor is not a health professional, so cannot give personal advice about health matters.

The mentee's responsibilities

- Follow the WiM Code of Conduct
- Ensure confidentiality is maintained
- Take responsibility for your own development
- Be willing to listen and learn
- Be available when you say you will
- Ask for feedback, and also give if when required
- Plan the meeting ahead, create a list of things you would like to discuss that you feel will be relevant to your development
- Be clear on your goals and agree them with your mentor
- Remember, your mentor is not your lawyer or your HR manager. Be clear on their professional boundaries and areas of expertise. If, for example, you need advice about workplace issues such as bullying or harassment, seek it from a professional
- Be aware that mentors may have many pressures on their time, be understanding and catch up when it is convenient for both of you

- Keep your mentor in the loop via email of how things are going in between sessions

Questions to ask yourself

- Is this the right time in my career for a mentor?
- Do I really have the desire and time to commit to the personal development this will entail?
- Can I take constructive criticism?
- What are my real reasons for seeking a mentor – e.g. to help me learn more about the industry? To help my networking? Or help me with a specific role? Mentoring is not a substitute for training.
- How will this relationship impact on my existing relationships with managers at work?

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Q & A

Q: How and where do we meet?

A: This is up to you both, by arrangement. But sometimes meeting over coffee can turn into a gossip session rather than helpful coaching. We suggest that to get the most out of your relationship mentors and mentees decide whether their meetings will be face-to-face, over the phone or via email – or a mixture of all. It may be that after the first couple of sessions face-to-face and as the mentee's needs change, a phone call is sufficient.

Q: What do we talk about?

A: It is a good idea to plan meetings ahead and set goals for each meeting. The mentee can develop a list of questions they would like advice or feedback on and the mentor could develop a list of experiences they wish to share which may help the mentee. It is important to keep the discussions about work-related issues that will assist in the professional development of the mentee and mentor.

Q: What if the mentoring relationship is not working?

A: It is not always possible to find a perfect match in a mentoring relationship. In the event that mentors/mentees feel they are not suited, an arrangement can be terminated at any time. But how it is terminated should be discussed with Women in Media in the first instance.

Q: What if the mentor is proving hard to contact or keeps breaking appointments?

A: Everyone is busy these days, so please be patient. But mutual respect around arrangements is vital. If discussing this with each other hasn't improved matters, please let us know at Women in Media via seira.aikins@meaa.org.