



Mentoring Programme 2018

Who?

- Individuals at all levels and in all roles. Applicants must be a member of BIMA.

What?

- A 6 month mentoring programme that supports all levels of talent development in the digital industry. Mentees are matched with a compatible mentor from another organisation based on experience and interest area. Mentors will be no more than two 'levels' higher up.
- There are separate kick-off sessions for mentors and mentees that cover:
 - Programme outline
 - Boundary setting
 - Mentoring skills development
 - Good practice tips
- Each individual programme involves a minimum of 6 meeting and calls between mentor and mentee
- BIMA provides check-ins and telephone support throughout the programme.
- It is free to be a mentor. There is an administration cost of £395 for mentees only.

Why?

- A hugely cost effective way to enable mentoring support.
- Brings valuable ideas and experience into all participating organisations (whether you provide mentors or mentees).
- Drives mentoring and coaching skills in each participating organisation.
- Supports team retention within each organisation by investing in and developing your people.

Mentoring Month to Month – Example

We don't want to be overly prescriptive about the mentor/mentee relationship, but a typical programme may operate as follows:

- Month One: Contact – an initial call to check in and discuss meeting up.



- Month One/Two: First session (90 mins+) - getting to know each other, setting objectives, starting to work.
- Month Three: Email and phone contact - catching up on actions from session one; mentees to periodically check-in with mentors
- Month Four: Second session (60 mins+) - reviewing first session and actions taken, re-calibrating and setting new objectives.
- Month Five: Email and phone contact - catching up on actions from session two
- Month Six: Final session (90 mins+) - reviewing progress and discussing next steps
- Month Seven/Eight: Cool-down meeting to review success and progress.

Ground Rules

- Agencies have all agreed a no-poach rule!
- The first session will include setting up a mentoring agreement, one item of which will be: 'We will keep appointments!'
- Mentees travel to mentors unless agreed otherwise.
- What is said between mentor and mentee stays between mentor and mentee.
- Advice will typically focus on areas including:
 - Career opportunities in general
 - Handling tricky situations
 - How to approach a piece of design/UX
 - Developing stronger client relationships
 - Managing up or down
 - Influencing skills
 - Presenting an argument
- Advice will avoid the following areas:
 - Ideas on a specific client/project
 - Specific financial disclosure
 - Anything that may compromise employment contract confidentiality

What's Next...

- To apply to be a mentor or mentee on the next BIMA Mentoring programme, please fill out the appropriate form below.
- The deadline to apply for the next mentoring programme is Friday July 20th.
- The BIMA Mentoring programme is due to launch in August/September 2018.
- If you are becoming a mentee, we will invoice you/your organisation for the full payment of £395 once all form submissions have been collected. Payment will be due before the programme starts. More details regarding your payment will follow.

Any further questions, please contact rachel@bima.co.uk