

BIMA

Mentoring Program

Who?

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

What?

- A six-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 six meetings and calls between mentor and mentee.
- BIMA provides additional online assets in the form of blogs, videos, podcasts, information decks and reading lists
- 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. Separate kick off meetings for mentees and mentors led by BIMA's Mentoring Council
- 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 confidentialities

Mentor commitment

We ask mentors to commit to as a minimum three sessions, ideally face-to-face, and certainly the first one, over six months. Sessions of about 1.5 - 2 hours for the first and then an hour or so for the others. If you and the mentee want to do more feel free, but it's not expected.

The role is to support and give advice from your experience when requested, not to instruct or 'do for', and to help the mentee meet the goals they set when they applied. You will have been matched because your experience will help them specifically in some way.

What's Next...

- To apply to be a mentor or mentee please check the BIMA website <https://www.bima.co.uk/en/Mentoring> for the next BIMA Mentoring programme, and please fill out the appropriate online form.
- Please note data supplied on the mentee application form will be shared with your mentor
- If you are becoming a mentee, we will invoice you/your organisation for the full payment of £395 plus VAT. You will be invoiced after being paired with your mentor. Any further questions, please contact kath@bima.co.uk