

Program Brief

The One2One Mentoring Program represents SMPS Houston's commitment to aiding A/E/C marketers in their personal growth and professional development. The program teams marketers at all experience levels with seasoned A/E/C industry marketing professionals in a supportive, one-on-one environment. The program's goal is to provide both the mentor and the protégé with a rewarding professional relationship that is mutually advantageous. The program provides:

1. Confidential resources to marketers and their firms
2. Expansion of professional networks
3. Access to broad range of marketing tools and information
4. A forum to discuss career development
5. A certification of completion from SMPS Houston at the end of the program year

Eligibility

Protégés

An SMPS member in good standing committed to meeting with assigned mentor over the program term from January 2018 to December 2018. Protégés of all levels are welcome at the beginner, intermediate, and advanced levels. The protégé may not approach the mentor or mentor's firm to sell consulting services. All participants are expected to comply with the SMPS Code of Ethics.

Mentor

An SMPS Member in good standing; exceptions may be made for past presidents, board members, and C-Suite level non-members in the A/E/C or related market industry. Mentors are assigned as intermediate, advanced, peer-to-peer, and C-Suite levels. The mentor may not approach the protégé or the protégé's firm to sell consulting services. All participants must comply with the SMPS Code of Ethics.

How The Program Works

All perspective protégés must complete the application form and submit it along with a current resume. Resumes should include work history, educational background, special skills, interest and any other biographical information that may help the mentoring committee match mentors with protégés. After receiving all applications, the mentoring committee will review applications and participant preferences to pair mentors and protégés together.

Each pair is required to meet face-to-face at least one hour each month on a schedule customized to the needs of each pair. Throughout the year, committee members will follow up with mentors and protégés to offer assistance and evaluate relationship progress. The mentor and protégés each commit to being paired together for one year.

SMPS Houston offers an optional beginner/intermediate syllabus to help guide pairs through the program. The syllabus provides useful information in five practice areas as well as talking points, homework, and role-playing.

There is the possibility of an undesirable mentor/protégé pairing where individual expectations cannot be met for various reasons. If this happens, please contact Melissa Wright at melissa.wright@johnstonllc.com or by phone at 713.244.8300.

About Mentoring & Advice for Participants

While it is necessary to understand the needs of both parties, the priority of the mentoring relationship is to establish and attain the protégé's goals.

Advice for Protégés

- Potential protégés must consider their readiness and availability, as well as the commitment needed to participate in the program. If you believe a mentoring relationship would be helpful to your professional development, this is an opportunity to actively pursue and obtain guidance and advice.
- Consider how and why support/guidance from a more experienced professional will benefit you. This is not about finding a new friend or making inroads into a new company; rather, protégés must determine specific goals for this relationship and consider how they will apply them towards building their career.
- Although both the protégé and the mentor need to develop and nurture their relationship, the program is designed for the protégé to practice initiative and to play an active role in the partnership. It is the responsibility of the protégé to contact the mentor and set up the monthly face-to-face meetings, or you may customize to your needs/individual requirements and schedules.
- Your mentors will make a commitment to your professional development. Therefore, kindly respect the sacrifice of time and effort that he/she has made for you. Be prepared to discuss how you can ensure that the relationship is beneficial for both parties, and how you both can maintain expectations that are realistic and achievable.
- The protégé is responsible for taking the lead with their mentor and determining the issues to be discussed at future meetings. We recommend that the protégé come to each meeting prepared with written questions or objectives, and the openness and willingness to accept guidance and constructive insights from the mentor. To be successful, this relationship relies upon honesty and forthrightness. Trust that your mentor has your best interests in mind.

Advice for Mentors

A mentor is defined as any professional who can share personal insights, provide guidance and support to help establish and reach the protégé's professional goals. The mentor can often serve as teacher, sponsor, coach, supporter, counselor, and role model. Potential mentors must consider their readiness and availability to be a mentor:

- Be honest and consider what will be required in terms of time, effort, and openness. A mentor must be willing to be available to a protégé at least once a month in a face-to-face meeting, or you may customize to your needs/individual requirements and schedules.
- Be clear about your expectations of the relationship. If you are not sure yourself, the protégé will undoubtedly get mixed messages from you.
- Prepare the agenda for the initial meeting (e.g., introductions, experience/situations, or examples of future goals). While the protégé is requested to come to your first meeting equipped with goals for the relationship, as the more seasoned professional, the mentor must ensure that this initial meeting is productive.
- Work with the protégé to clearly define the roles, expectations and outcomes for each of you. Let the protégé know what you can and are willing to give to the relationship.
- As appropriate, mentors should take every opportunity to include the protégé in formal and informal SMPS Houston events and meetings.
- You are encouraged to utilize the SMPS Houston Syllabus. The syllabus will best serve beginner and intermediate level protégés.

Checklist for Protégés

Send application to Melissa Wright at melissa.wright@johnstonllc.com

Resume attached to application



Protégé Information

Name:	_____	Company:	_____
Job Title:	_____	Address:	_____
Phone:	_____		_____
Email:	_____		_____
Years of Experience:	_____		_____

Can you commit to spending a minimum of one hour per month with your mentor? Yes No

Check your industry discipline:

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Construction |
| <input type="checkbox"/> MEP | <input type="checkbox"/> Geotechnical |
| <input type="checkbox"/> Structural | <input type="checkbox"/> Landscape |
| <input type="checkbox"/> Civil | <input type="checkbox"/> Other: _____ |

Questions for Protégés

Answer the following questionnaire to help us place you with the most appropriate mentor. Attach a separate sheet if necessary.

1. Which of the following best describes your career to date:
- Marketing/Communications Career Track
 - Business Development Career Track
 - Technical Personnel with Business Development Career Track

2. What brought you into the field of marketing professional services?

3. What are your career goals for the next three years?

4. How long have you been with your current employer and what are your primary responsibilities?

Questions for Protégés - Continued

5. Which Domains of Practice are most relevant to your current position? (select two)

- | | |
|--|--|
| <input type="checkbox"/> Marketing Research | <input type="checkbox"/> SOQ/Proposals |
| <input type="checkbox"/> Marketing Plan | <input type="checkbox"/> Promotional Activity |
| <input type="checkbox"/> Client & Business Development | <input type="checkbox"/> Information, Resource & Organizational management |

6. Which Domains of Practice are most relevant to your future goals? (select two)

- | | |
|--|--|
| <input type="checkbox"/> Marketing Research | <input type="checkbox"/> SOQ/Proposals |
| <input type="checkbox"/> Marketing Plan | <input type="checkbox"/> Promotional Activity |
| <input type="checkbox"/> Client & Business Development | <input type="checkbox"/> Information, Resource & Organizational management |

7. What practice area do you want your mentor to work in? (select one)

- | | |
|---|--|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Partner/Principal |
| <input type="checkbox"/> Business Development | <input type="checkbox"/> Other: _____ |

8. What are the most important things to you in finding a mentor? (select two)

- | | |
|--|--|
| <input type="checkbox"/> Area of marketing expertise | <input type="checkbox"/> Positions previously held in industry |
| <input type="checkbox"/> Experience in a particular discipline
Circle one: <i>Architecture, Engineering, Construction, Marketing Consulting</i> | <input type="checkbox"/> Experience in the same size firm |
| <input type="checkbox"/> Number of years of experience | <input type="checkbox"/> Want a mentor of the same gender |
| <input type="checkbox"/> Credentials in marketing or A/E/C industry | <input type="checkbox"/> Other: _____ |

9. What are the top benefits you hope to get from participating in the SMPS Houston Mentoring Program? (select three)

- | | |
|--|---|
| <input type="checkbox"/> Increase my confidence in my job | <input type="checkbox"/> To better communicate with clients and colleagues |
| <input type="checkbox"/> Increase my level of skills | <input type="checkbox"/> To get guidance, feedback, alternatives to consider, have a sounding board for ideas |
| <input type="checkbox"/> Increase my ability to problem-solve | <input type="checkbox"/> To get coaching/training/education/resources |
| <input type="checkbox"/> Increase my ability to set priorities | <input type="checkbox"/> To get support and encouragement |
| <input type="checkbox"/> Increase my credibility within my department/firm | <input type="checkbox"/> To feel less isolated |
| <input type="checkbox"/> Increase my credibility outside my firm | <input type="checkbox"/> Other: _____ |

10. Is your firm aware that you are participating in a formal mentoring program?

- Resume is attached