



2016 Webinar Series

DELIVERING BEST PRACTICES, NEWS AND
LEADERSHIP STRATEGIES FOR ASSOCIATION PROFESSIONALS

BROUGHT TO YOU BY NAYLOR ASSOCIATION SOLUTIONS

Association Mentoring: Best Practices and Key Finding for Program Success



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Art of Mentoring



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Why Mentoring?

FOR EMPLOYERS

- Employer of choice
- Engagement
- Retention (& return)
- Capacity building

FOR MEMBER ORGANIZATIONS

- Attract members
- Member engagement
- Retention
- Build community



Participation as a mentor or mentee in a program:

- Increased likelihood of salary increase
- Increased connection and loyalty to organization

ASSOCIATIONS THAT RUN MENTORING PROGRAMS KNOW THEY CAN GREATLY BENEFIT INDIVIDUALS AND THEIR COMMUNITIES

- Assist students to make career choices
- Help graduates transition into their chosen profession
- Create intergenerational links and transfer knowledge from Baby Boomers
- Provide support and reduce isolation
- Help women/ people from ethnic minorities to advance their careers
- Provide an avenue for more experienced members to give back
- Build mentoring and leadership skills within an industry or profession
- Build a stronger community and network

We believe individuals will increasingly look to their associations (not employers) for their professional development

WHAT IS MENTORING?

Mentoring is a helping relationship based on an exchange of knowledge, experience and goodwill.

Mentors help someone less experienced gain confidence, clearer purpose, insight, and wisdom.

In developmental mentoring, the mentor, too, is changed by the relationship.

There are many definitions of mentoring and this is the model that resonates most with us.

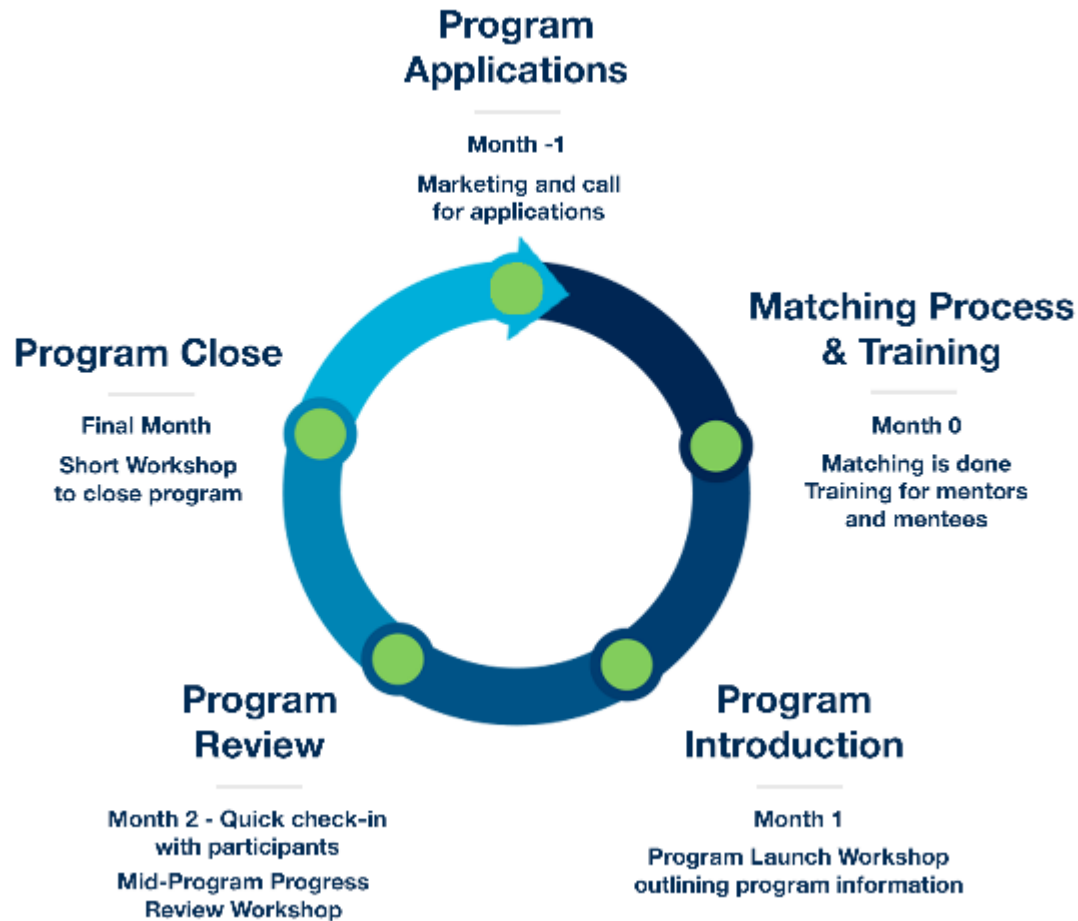
Why? Because it encourages a developing relationship that benefits both the mentor and the mentee.

WHAT IS A MENTORING PROGRAM?

- Mentoring relationships occur spontaneously, but...
- Sometimes people need help to get into a mentoring relationship
- Formal structured programs seek to emulate the spontaneous experience, making it
 - Easier for shy people to participate
 - They participate & connect in a cohort
 - More likely to succeed



TYPICAL FORMAL PROGRAMS ARE STRUCTURED LIKE THIS



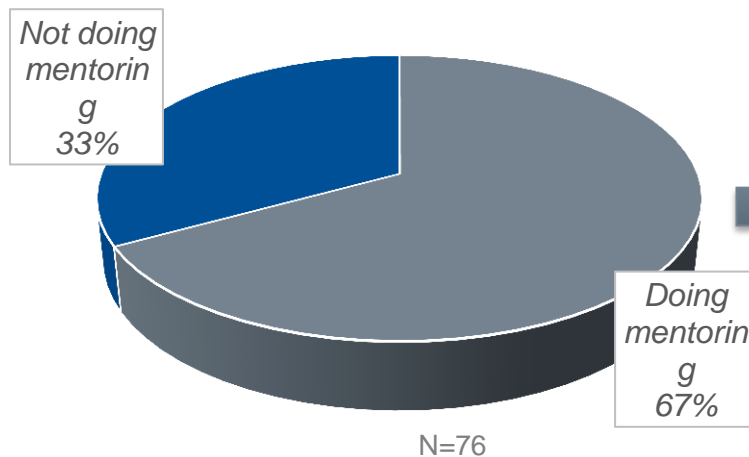
WHAT DO WE KNOW ABOUT ASSOCIATIONS AND MENTORING?

take our
survey!



Most associations that don't have a mentoring program, want one...

- It's on the 'to do' list
- They don't know where to start



One third are not satisfied with their current mentoring programs

ASSOCIATIONS PERFORMED BETTER THAN WE EXPECTED

But fall down in a few key areas

Standard	Score
PROCESSES FOR SELECTION AND MATCHING	8/10
CLARITY OF PURPOSE	7/10
EFFECTIVE PROCESSES FOR MEASUREMENT AND REVIEW	6/10
SUPPORTS PARTICIPANTS THROUGHOUT THE PROCESS	6/10
STAKEHOLDER TRAINING AND BRIEFING	5/10
MAINTAINS HIGH STANDARD OF ETHICS AND PASTORAL CARE	5/10

MENTORING PROGRAM SUCCESS IS LIKE BAKING A CAKE

Mentoring Program Expertise

Mentoring Program Technology

Mentoring Program Manager

Mentoring Program Participants



+



+



+



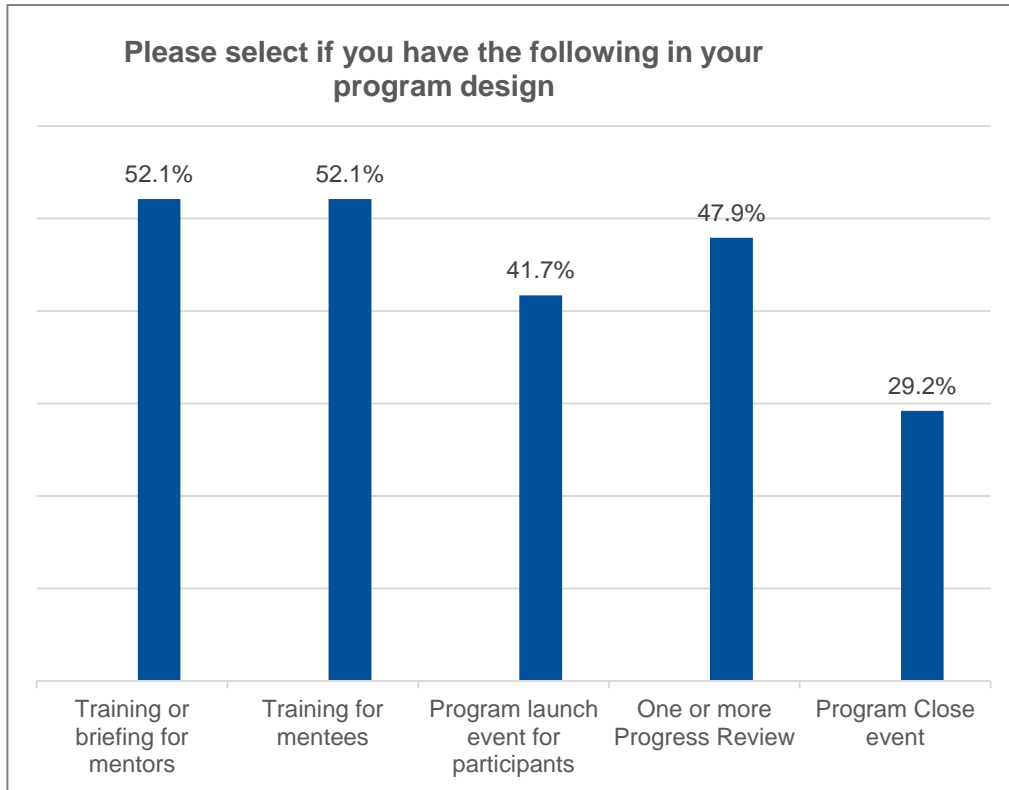
KEY BARRIERS TO EFFECTIVE IMPLEMENTATION

- Poor program design – a result of lack of mentoring expertise
- Insufficient emphasis on good practice program management
- Lack of funds for high-quality resources and dedicated (non-volunteer) program managers



Funding of programs is a key issue that can often be solved through sponsorship and mentee fees

NOT ENOUGH TRAINING, NOT ENOUGH EVENTS, MISSING FUNDAMENTALS



32% did not survey participants

60% had no Code of Conduct



One third are not satisfied with their current mentoring programs

AVOID THE BIGGEST TRAPS

- Set expectations for program
- Training for mentors and mentees
- Design the right amount of structure
- Take care with matching
- Highlight and celebrate checkpoints
- Support and encourage commitment

7 STEPS FOR STARTING A MENTORING PROGRAM

1. Pre-Evaluation & Research
2. Getting Ready
3. Design
4. Recruitment
5. Matching
6. Training & Support
7. Evaluation

HOW CAN IT BE DONE WELL?



NSW LAW SOCIETY

- Regional
- Women's Program
- Young Professionals Program
- Graduate/Student Program
- 200+pairs



AUSTRALIAN VETERINARY ASSOCIATION

- National
- Graduate Program
- 250+ pairs



AUSTRALIAN MINES & METALS ASSOCIATION

- National
- Women's Virtual Program
- 100+pairs per year



ASSOCIATION OF WRITERS & WRITING PROGRAMS

- National
- For new writers
- Under 30 pairs from hundreds of applications

UTAH STATE BAR.

UTAH STATE BAR

- Regional
- Face-to-face
- 100+ pairs



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Q&A

Association Mentoring:

Best Practices and Key Findings for Program Success

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