



Mentoring Workshop

Cathy Craig & Beth Thoms

An introduction....



- **Cathy Craig**

- VisitScotland Board member,
Director of Argyll & Isles Tourism
Co-operative, Commercial &
Membership Director of
Entrepreneurial Scotland

- **Mentor & mentee**

- The best advice...

*“Choose your battles wisely, its not
always important to win, its
important to survive to make the
greatest difference”*

- **Beth Thoms**

- Senior Communications Officer
Festivals Edinburgh

- **Mentee**

- Food for thought...

*“Everyone shines, given the right
lighting.”*

The importance of mentoring



What do you believe mentoring is and isn't?

Mentorship is a relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. The mentor may be older or younger than the person being mentored, but he or she must have a certain area of expertise. It is a learning and development partnership between someone with vast experience and someone who wants to learn

Mentoring relationships should be...



- Supportive and nurturing
- A two way process
- Challenging
- Focussed
- Enabling different perspectives
- Progressive
- Meaningful

MENTORING



Choosing your mentor



- What are you looking for? Assistance with career development, a sounding board for ideas, advice on tricky situations, expertise
- Who can help you? Someone who has been in a similar position, a role model you admire, an individual from a different field
- Qualities – a good listener, trustworthy, honest
- Chemistry - it's important to feel comfortable and be yourself. If it isn't right, look for someone else
- Remember mentoring is a two way relationship

What makes a good mentor



- Listen & understand the situation fully before offering advice
- Non judgemental approach; it's not your situation – you are an observer
- Offering multiple solutions and guiding the mentee to the one that works best for them
- Acceptance that the mentee does not have to take your advice
- It can be hard for the mentee to open up – help them by being prepared
- Know when to walk away

Guidelines for mentoring

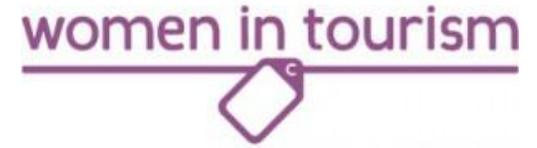


- Agree a format that works for both of you; informal, formal
- Choose a suitable location; quiet, noisy, vibrant...
- Who will lead the sessions; mentee or mentor?
- How often should you meet?
- Set clear outcome focused objectives for the sessions
- Prepare; what do you want to achieve? How will you follow up after the session?
- How will you deal with points of difference or conflict?
- What will you do if the relationship isn't working?
- Be prepared to be challenged
- Respect your mentor

Experience it for yourselves

Group exercise

How to access mentoring



- Use your network, on and offline:
 - Be open minded
 - It's not essential to know your mentor well already, but an existing relationship might help
 - Make an approach with honesty and respect
- Through a scheme:
 - [Women in Tourism](#): WIT membership offers a host of benefits, including a 60 minute mentoring session with a woman in the sector. Also opportunities to expand your network
 - Professional membership organisations may have mentoring opportunities – CIPR, Arts Marketing Association, your own employer

Summary

- Mentoring can be very powerful in supporting your personal and career goals
- Choose your mentor wisely, respect the relationship and ensure it moves you forward
- The richest experiences are often found in being a mentor and being mentored – pass it on

