



WOMEN IN PPC

MENTORSHIP PROGRAM

The goal of the mentorship program

- ★ To help and support women in the PPC industry.
- ★ To help less experienced members grow.
- ★ To build deeper relationships between our members.

SUGGESTED GUIDELINES FOR THE WOMEN IN PPC MENTORSHIP PROGRAM

*This instruction's purpose is to help to guide the mentorship program within the Women in PPC movement.

THE PROCESS OF THE MENTORING/LEARNING PROGRAM (STEP BY STEP)

Email intro between the mentor and the mentee to set up their first meeting.

- 1 First meeting via skype or zoom.
- 2 The purposes of the first meeting:
 - To introduce each other; each may want to share a summary of their life story! (A holistic view is useful in helping someone.)
 - Learn more about the mentee's needs.
 - To determine the mentee's level of experience.
- 3 During or after the first meeting, the mentor should suggest TWO AREAS OF FOCUS (within PPC) that she recommends that the mentee focuses on improving, over the next month. Examples: bidding; client relationship; display; etc.
- 4 During the month, if the mentee has any questions about any of the two areas of focus—or anything else—she can ask the mentor, privately or via the Slack channel.
- 5 Once per month, the mentor and mentee should meet, to review the mentee's progress on the two areas—and plan what are the next two areas of focus for the next month.
- 6 In-between monthly meetings (at the ~2-week point), the mentor and mentee should check-in with the other to see how they're doing and if the mentee has any questions.



ADVANTAGES FOR MENTORS

Our mentors are going to share their experiences and grow in every professional way while they're supporting our less experienced members.

Our mentors will have the possibility to increase their online recognition while they're helping.



ADVANTAGES FOR MENTEES

Our mentees will have the opportunity to learn from experienced professionals.

Our mentees are going to increase their professional network.

After completing the mentoring program, our mentees will get the opportunity to become certified PPCs and join our professional PPC network.

ABOUT THE MENTORSHIP PROGRAM

Enrollment: The application form is open for every woman on womeninppc.com.

The requirement from our mentors: Every mentor must undergo a ~30 minute spoken interview about their PPC industry knowledge and get certified by PPCCertification.com. This certification process ensures that our mentors are qualified PPCs.

Mentoring Style: Traditional mentoring; traditional mentoring is a supportive learning relationship between a mentor who shares knowledge and experience with a mentee to enrich their professional journey.

Connection type: 1:1

Connection duration: After the first meeting, the mentor decides how long the mentoring program will take to achieve real growth.

Communication with the organization: Quarterly sharing a progress update with the rest of the community (on the #womeninppc Slack channel).