

**SMPS****Society for Marketing
Professional Services
Colorado****THE PREMIER RESOURCE FOR MARKETERS IN THE A/E/C INDUSTRY FOR BUSINESS AND PROFESSIONAL GROWTH**

SMPS ONE2ONE Mentoring Program 2018 - 2019

NOTE: This year's program will look a little different from last year's program, so keep an eye out for coming changes.

You're invited to participate in the SMPS-CO One2One Mentor-Protégé Program. Whether you have the skills to share as a mentor or skills you would like to build as a protégé, there is something in the program for everyone. The program is an embodiment of the commitment of the Colorado Chapter of SMPS to assist A/E/C marketers and business developers in their personal growth and professional development. Professionals at all stages of their careers should consider participating – either as protégés or mentors. No matter where you are in your career, you can gain important benefits from participating in a mentor-protégé relationship and gaining career insight from a fellow professional.

To Be a Mentor

- You are eager to share your experiences and wisdom
- You listen well and are a great cheerleader
- You can positively influence and foster another's growth
- You are open to learning new concepts and ideas for personal growth

To Be a Protégé

- You want to grow personally and develop professionally
- You want to become a courageous leader in your firm
- You want to take charge in managing your career path
- You are ready for the next challenge in your life's work
- You are a current member of SMPS Colorado

Questions? Feel free to reach out to our program leaders Emily Villines and Ale Spray at MentorProgSMPSCO@gmail.com.

Mentor Program Application
MentorProgSMPSCO@gmail.com



MISSION

The SMPS One2One Mentor Protégé program exists to provide a forum for meaningful, mutually beneficial connections and learning opportunities for SMPS mentors and protégés focused on areas of personal career growth and leadership development.

VISION

To be a sustainable, consistently relevant, and flexible program of SMPS Colorado bringing early and late career business development and marketing professionals from the A/E/C industry together for mutually beneficial personal and professional growth and leadership development.

As indicated above through the program Mission and Vision statements, the One2One Mentor program is not intended to teach technical skills or working tactics, which are taught within the CPSM and SMPS Educational frameworks. This program is specifically focused on expanding your personal development and leadership skills.

Eligibility

PROTÉGÉS: Marketing professionals who are currently in positions at firms in the A/E/C industry; have a minimum of two years professional experience; and who are current SMPS members are eligible to be protégés.

MENTORS: Mentors must be senior-level marketing or business development professionals with a minimum of eight years' experience at A/E/C industry firms.

How the One2One Mentor Program Works

All prospective mentors and protégés must complete the application form that follows, regardless of previous program participation, and submit it along with a current resume that includes work history, educational background, special skills and interests, and any other relevant biographical information. The information is intended to assist the One2One Committee to match mentor / protégé pairs based upon background and career tracks. Following the matching process, applicants will receive a reply letting you know if you have been accepted into the One2One Program and next steps.

Each pair is required to meet face to face on a monthly basis individually, and to participate in four structured group training sessions scheduled from September October 2018 through May 2019. The sessions feature a curriculum of speakers and workshops designed to facilitate personal and career development for both mentors and protégés. These sessions will revolve around a specific topic and provide opportunity for learning and group discussion. Please note – the group sessions are typically on Fridays at a time and central location To Be Determined, but we will solidify this information with our selected groups.



Note: Every effort is made to accept all eligible entrants into the program, but we cannot guarantee acceptance. Acceptance will depend upon the number of mentors and protégés who apply and the ability of the Mentoring Committee to make beneficial and appropriate pairings.

Application Deadline and Cost

- Completed **applications are due July 27** and can be emailed along with your resume, any supporting information, and a photograph of applicant to MentorProgSMPSCO@gmail.com.
- Protégés will be required to **pay a \$250.00 program participation fee** and mentors will be asked to **pay a \$150.00 program participation fee by August 31st** (date of selection of participants), if your application is accepted.

The Schedule

Please note the following schedule. Applicants must commit to attending the following One2One meeting dates shown below. **These dates are currently being structured and may change as the program is finalized.**

Applications due 07/27/2018

Selection of participants 08/31/2018

Kick off 09/12/2018

Session 1 “Art of Negotiation” 10/26/2018

Session 2 “Finding Meaning in the Money” 01/25/2018

Session 3 “Navigating Change: Transforming Change into Catalyst” 03/15/2018

Session 4 “Leveraging Your Strengths in the Workplace” 05/15/2018

Close out graduation 06/01/2018 (date to be solidified with participants)



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 your schedule and ability to participate in a monthly face-to-face meeting with your mentor, as well as participate in the monthly group meetings.

Consider how and why support and 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.

Your mentor will make a commitment to your professional development. Therefore, kindly respect the commitment of time and effort that he/she has made for you. Bring a copy of your program application form to your initial meeting and be prepared to discuss goals for the relationship that are 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 helping to determine 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 available to a protégé at least once a month in a face-to-face meeting in addition to the monthly scheduled group meetings. The group meetings are an important part of the program and need participation by both the mentor and the protégé.*

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, 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. While protégés are encouraged to lead the monthly discussion agendas, we have learned that many early career professionals still 'don't know what they don't know'. Therefore, you will be expected to take the initiative to guide discussions from month to month, to probe and ask questions, and to challenge protégés to think beyond their current roles and work environments. Help them to see their situation from a more seasoned perspective.

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-CO events and meetings.



ONE2ONE PROGRAM APPLICATION

SMPS ONE2ONE Mentoring Program 2018-2019

Application – Provide the data below, save, and email completed form, along with your resume, additional supporting information and a headshot photograph of yourself to

MentorProgSMPSCO@gmail.com

I am applying to be a (check one): Mentor [] Protégé []

Name:

Company:

Job Title:

Address /Location:

Telephone:

E-Mail:

Do you commit to spending a minimum of one hour per month with your mentor/protégé?

Do you commit to attending one monthly group meeting with your mentor/protégé?



Questions for Prospective Protégés

Please answer the following questions. This information will be used to match you with a mentor, so the more detailed your answer, the better able the committee is to make an appropriate match.

1. How long have you been involved in marketing/BD in the A/E/C industry?
2. What are your current responsibilities?
3. What are the challenges you face in your current position?
4. Where do you see yourself in 2-5 years? What are your long term professional goals?
5. How do you define “personal professional development”?
6. Have you ever had a mentor before? If yes, describe what worked, what didn’t work and what you gained from that experience.
7. What do you wish to gain from participating in the One2One Mentor Program?
8. How much time do you envision dedicating to your mentor / protégé relationship?
 - a. What time commitment do you expect from your mentor?
 - b. How do you envision fulfilling these time commitments?



9. Tell us about a time where you had a challenge with a boss or co-worker. How did you handle the situation? Would you have liked to handle it differently? If so why?

10. If during this process you feel things are not progressing to your satisfaction with your mentor partnership, how would you handle this struggle?

All applicants must submit a copy of their resume, supporting documents, and a headshot with this application by July 27, 2018 via email to MentorProgSMPSCO@gmail.com .

If you have any questions about the program or this application, please contact Emily or Ale at MentorProgSMPSCO@gmail.com or emurphy@calibre-engineering.com and aspray@amimechanical.net

Signature: _____ Date: _____



Questions for Prospective Mentors

1. How long have you been involved in marketing/BD in the A/E/C industry?
2. What are your current responsibilities?
3. How would you describe your personal work style?
4. How do you define “personal professional development”?
5. Have you mentored anyone before? If yes, describe the challenges, what worked, what didn't work, and what you gained from that experience.
6. What do you have to offer a protégé that will help them develop personally and professionally?
7. How much time do you envision dedicating to your mentor / protégé relationship?
 - a. What time commitment do you expect from your protégé?
 - b. How do you envision fulfilling these time commitments?



8. If during the mentor/protégé process you were to pick up on signs indicating your protégé was encountering challenges they were having a hard time articulating, or were having difficulty in leading the relationship based on their needs, how would you offer them guidance?
 - a. What clues might you see in your protégé that would indicate they were struggling with the process?

9. What personal or professional qualities in a protégé do you think would mesh well with your mentor style?

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Signature: _____ Date: _____



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SPEAKER SESSIONS

The Art of Negotiation: 10/26/2018

We have all been there wanting to ensure we preserve a relationship no matter the situation or topic discussed. However, sometimes even the best of intentions don't pan out and provide the results we are seeking. This presentation will provide quick tips for figuring out what we want, while executing the ask and ensuring there is still some sort of relationship at the end.

Learning Objectives:

- Learn how to negotiate while still preserving the relationship
- Find strength in your ability to negotiate
- Learn to say no
- Learn to accept "no" and find the acceptable "yes"
- Learn how to ask for what you want



About our speaker:

Elizabeth Suárez is a negotiation coach and speaker who empowers professionals to make the big decisions. She spent over a decade climbing the ranks of corporate America, where she broadened her knowledge base and sharpened her negotiation skill set. Drawing on her extensive experience, she authored the best seller book *The Art of Getting Everything*, in which she equips readers with the tools and knowledge to negotiate successfully for what they want in their professional and personal lives. Elizabeth holds an MBA from The Wharton School of Business, University of Pennsylvania and a BS in chemical engineering from Cornell University. She completed the Executive Management Program at the John F. Kennedy School of Government at Harvard University.

Finding Meaning in the Money 01/25/2019

Work. We do it for a lot of reasons, not the least of which is a paycheck. How we save, spend, and invest that paycheck says a lot about what matters most to us. But what about how we earn the paycheck to begin with? Together we'll have a lively discussion about identifying what matters most in the workplace so that how you earn your money carries as much meaning and fulfillment (if not more!) as how you spend it.

Learning Objectives:

- Identify what you want most from your work and workplace
- Explore ways to manifest those desires into small and big actions
- Practice telling your work story in a meaningful way
- Deepen your professional (and personal) fulfillment



About our speaker:

Director of Philanthropy (helps land developers not get confused).

Brandy Bertram is the Director of Philanthropy for Colorado Open Lands, a statewide land trust that works with landowners to conserve Colorado's quality of life and visitor experience, both inextricably linked to our open, working, and natural lands. Ms. Bertram joined Colorado Open Lands in 2014, bringing with her a continuum of business leadership experience gained through her years of service in the financial, legal, and economic development sectors. Ms. Bertram's fields of specialty include the development and leadership of operational, programmatic, and revenue development strategies that accelerate impact for businesses and non-profit organizations.

Ms. Bertram has been named to the Denver Business Journal's 40 Under 40 (2007), was named a Top 25 Young Professionals by CoBiz Magazine (2013), and was honored with the Peter Bowes Award from the Downtown Denver Partnership (2016).

When not working, Ms. Bertram is focused on volunteer service including her work with the Downtown Denver Partnership's Membership Committee and her role as Chief People Officer for Minds Matter Denver, a college access mentoring program for high school youth. Ms. Bertram loves living in Downtown Denver with her delightful husband and is a proud graduate, and sports fan, of the University of Wyoming. Go Pokes!



Navigating Change: Transforming Change into Catalyst: **03/15/2019**

In this development and growth session, we'll look at the reality of change in our lives with the intent of turning negative challenges into positive catalyst for growth and self-mastery. The workshop-style session will be individually-catered to the real-life challenges that the members of our group are facing, presenting actionable ways to master change and the psychological process of transition that occurs in the midst of change.

Learning Objectives:

- Understand how change affects our brains
- Understand how behaviors are affected by change
- Learn techniques for maximizing productivity during times of change

About our speaker:



Cheryl has more than 25 years' experience in executive coaching, leadership consulting and organizational development, facilitating a mentoring style of leadership coaching and team-building for her C-suite, senior executives and emerging leaders. She brings a sophisticated business savvy to her relationships with clients -- meeting them where they are and customizing solutions that are a fit to them and the strategic direction of the firm.

For Colorado's Foundation for Water Education, she designed and delivered the 2013, 2014, 2015, 2016, 2017, and now the 2018 'Water Leaders Program' which offers water professionals the opportunity to develop their leadership potential with a focus on water resources issues.

For Merrick & Company, she's designed and delivered three comprehensive yearlong Leadership Development Programs, provided executive coaching for over 120 key leaders, facilitated dozens of team-building sessions and helped to guide key leader succession planning efforts.

Clients include: Merrick & Company, Water Education Colorado, Iron Woman Construction and Environmental Services, SMPS Mentor/Proteges, Women in Transportation Mentor/Proteges, Leonard Rice Engineers, Colorado Water Trust, Cherokee Metro District, Littleton Capital Partners, Blattner Energy, ZGF Architects, Environmental Systems Design, Dome Construction, H.W. Lochner, TLCD Architects, Degenkolb Engineers, Sera Architects, Buehler Structural Engineers and STV.

Frequent Speaker at: American Council of Engineering Companies (ACEC) National Conferences, Construction Industry Institute (CII), American Institute of Architects (AIA), Design Build Institute of America (DBIA), Consulting Engineers & Land Surveyors of California, Construction Management Association of America (CMAA), and CEO Retreat for National Association Industrial Office Properties (NAIOP).



What Emotional Intelligence Means for Your Career

Emotional intelligence is an essential element of effective leadership and management. It will increase your performance in many areas including the ability to motivate and influence others to get the results you want.

Typical results of emotionally intelligent organizations are:

- 27% Increased profitability over low EI companies
- Higher retention of top performers
- Better recruitment of talent
- Greater productivity

Emotional intelligence is about self-awareness; how you interact with others, your adaptability, stress management and mood.

You can use Emotional Intelligence to:

- Know yourself and understand others
- Make better decisions
- See and seize opportunities
- Identify problems before they escalate
- Manage difficult situations effectively

About our speaker:



President of Sandy Blaha Performance Consulting 1994-present.

Ms. Blaha is a performance management, leadership development and succession-exit planning expert. As an author, presenter, trainer, facilitator and coach, Sandy builds organizational capacity with a focus on strategy, leadership development, talent assessment and execution discipline. She works with owners and senior executives nationwide to insure their companies' legacies.

She is the author of *Stepping Stones: 5 Essential Steps for Transition Success* and *The Leadership Mindset™*.