

TIPS FOR MENTORS



Ad Industry Action for LGBTQ Inclusion

- 1 BE COMMITTED** to focused time. The expectation is 1 hour per month for one year.
- 2 SET EXPECTATIONS** and boundaries. Define the roles, expectations and goals for each of you.
- 3 BE FULLY PRESENT** with active listening skills. Listen with curiosity, not judgment.
- 4 ASK OPENENDED QUESTIONS** to encourage reflective responses.
- 5 TELL YOUR STORY** as people learn through storytelling.
- 6 BE A RESOURCE** for information and skills building. Suggest appropriate skills training and opportunities for professional growth.
- 7 BE ACCOUNTABLE** and flexible. Hold your mentee accountable for their commitments and goals.
- 8 BE OPEN** to renegotiating the relationship if personal or professional needs change. Be aware of the significant role you are taking on.
- 9 BE CURIOUS** and in communication. Serve as a confidant to your mentee by providing objective, appropriate and timely professional advice.
- 10 BUILD TRUST** and honesty by keeping meetings and discussions confidential.

Source: Asian American Advertising Federation/Asians In Advertising 2022



TIPS FOR MENTEES



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- 1 LEVERAGE YOUR TIME** with your mentor. Be respectful of the relationship.
- 2 KEEP COMMITMENTS** you agreed to with your mentor. Come to meetings prepared with a plan of action and follow-up with next steps and an email recap.
- 3 BE CURIOUS** and open. Your mentor will provide you with new perspectives and advice based on real life experience – take advantage of it.
- 4 BE FLEXIBLE.** Renegotiate your mentorship when your personal or professional needs change.
- 5 BE IN COMMUNICATION.** It's your role to be in proactive communication with your mentor about scheduling.
- 6 THE RELATIONSHIP IS ABOUT CANDOR,** trust and honesty, so keep your meetings and discussions confidential.
- 7 BE PREPARED** for your meetings with professionalism and consider proposing an agenda.
- 8 LISTEN** with an open mind and challenge yourself to find connection. Be curious.
- 9 TAKE NOTES** to remember key points and commitments.
- 10 SAY THANK YOU** and show gratitude after each session.

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