



District 42 “The Mentoring Guide” Series

Module 1 Promoting the Vision of a Club Mentoring Program



Developing Leaders through Shared Experience

PURPOSE

Part of the Mentoring Guide Series, this module describes how to help promote the vision of a mentoring program to the club. The module includes tools to generate interest in having a mentoring program and motivate members to participate.

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The Mentoring Guide
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©November 2003 District 42 Mentoring Team: Mona Cooley, Darlene Davies, Nandini Venkatesan, Marvin Henry, Peggy Gibennus, Bob Gibennus

INTRODUCTION

“*The Mentoring Guide*” series is a step-by-step guide in four modules for clubs that wish to implement a mentoring program or strengthen an existing one.

“*The Mentoring Guide*” takes the reader on the journey through the entire promotion, implementation, training and mentoring partnership process and provides useful templates and forms to assist the club in developing a mentoring program that fits your members’ unique goals and needs. It is designed to quick-start your ability to develop leaders through shared experience.

There are four modules in *The Mentoring Guide Series*:

- 1) Promoting the vision of a club mentoring program
- 2) Implementing the club mentoring program
- 3) Training the mentors and mentees
- 4) Building the B.E.S.T mentoring relationships

The Vice-President, Education is responsible for implementing and maintaining the mentoring program, although he/she may appoint a member of the Education Committee to be the mentoring program coordinator.

The Mentoring Guide provides practical tips and tools to help the club implement and manage the mentoring program and is intended to complement *The Successful Club Series: Mentoring* module and the *Club Mentor Program kit*, both available from Toastmasters International. These two resources offer valuable information, which we have not duplicated in this guide and can be used in conjunction with *The Mentoring Guide*.

The Successful Club Series: Mentoring module defines mentoring, discusses benefits, describes roles and responsibilities, and advocates mentoring programs in clubs (Catalogue No. 296).

The Club Mentor Program kit includes: a brief outline -- How to Administer Your Club’s Mentor Program, 20 Mentor Assignment Notices, 20 Mentee Assignment Notices, 20 Member Interest Surveys and a sample Mentor Certificate, all of which are useful tools in starting a mentoring program. (Catalogue No. 1165)

WHY MENTORING IS IMPORTANT

We often feel a bit unnerved when we first join a club or take on a new role. There are lots of people who would be willing to help. But sometimes we don't know who they are or we can feel too fearful and alone to be able to recognize who they might be.

"Mentoring is...the most underutilized dimension of our educational program," according to Tim Keck, DTM, International President, 1999-2000 in Toastmaster magazine, May 2000.

The world has never needed strong leaders more than it does today. Yet, lack of leadership is the number one reason that many organizations fail to achieve their goals. The second most common reason for organizational failure is poor communication.

Toastmasters are no exception. Toastmasters International focuses on the development of communication and leadership skills and is recognized world-wide for its achievements. Even so, did you know that a significant percentage of District 42 clubs have less than 20 members – a number considered necessary for continued viability?

Studies show that individuals who have mentors achieve their goals faster and stay longer in organizations. In fact, the results of a mentoring survey of businesses in rural Manitoba confirmed that the key benefits of mentoring are: faster development of new leaders, higher retention rate, faster time to productivity, and strengthened relationships and culture.

Turnover is an issue with Toastmasters too. Between one-third and two-thirds of your club members may not be there next year. We know from research studies that strong mentoring programs have the potential to reduce the turnover rate by half and can help members achieve their personal goals more quickly.

What is a mentor?

According to a handout from Dan Blaney DTM, Past International Director, "...a mentor is a person with more skill or experience in a certain area who agrees to take on the responsibility of coaching another individual. A mentor serves as a role model, coach and confidante".

Purpose of mentoring:

1. New member orientation
2. Support member achievements
3. Strengthen club climate

Famous examples of mentoring relationships

- Mark O'Meara, mentor to Tiger Woods
- Celia Franca, mentor to Karen Kain
- Hank Snow, mentor to Elvis Presley
- Professor Dumbledore, mentor to Harry Potter

What every potential mentor or mentee wants to know:

- How much time will it take?
- What is expected of me?
- What happens if the relationship doesn't work?
- What are the benefits for both mentor and mentee?

PROMOTING THE VISION

The most successful mentoring program is one that is focused on what members want and need. Some members have had a mentor before and know the value of the program. Some members have never heard of a mentor and will be confused or unsure about its potential value to them.

Talk to the members

Members will be more excited and open about the idea of mentoring if they are informed about progress, involved in shaping the program, and confident that you will design a program that energizes their club and helps them achieve their goals. You can begin by:

- Presenting the Toastmasters International Successful Club Series: Mentoring module
- Leading a group discussion about what mentoring is, what it is not and how it can benefit your club and members.
- Inviting a Toastmaster from another club where they have a successful program to speak about their mentoring program.
- Distributing copies of the *Role of Mentor*, available from Toastmasters International, to aid in the discussion.
- Presenting a workshop about the roles and responsibilities of mentors and mentees. See The Mentoring Guide Module 3: Training the Mentors and Mentees.

Invite the members to be involved

- Form a “Mentoring Team” to help design the program (See Module 2)
 - Invite experienced and newer members to be on the team
- Appoint a Mentoring Program Coordinator (See Module 2)
- Appoint a Mentor Coach (See Module 2)

Use some or all of these suggestions to get your members enthused about the mentoring program and work with them to use Modules 2, 3 and 4 to help build a mentoring program that will set your club and its members above the rest.