

MENTORSHIP

Objective

The objective of the SMPS Alaska Chapter Mentorship Program is to promote one-on-one mentorship through a formal mentor-protégé relationship. Through this program, we connect our experienced SMPS marketing professionals with new A/E/C marketers or those members simply wishing to advance their skills.

Benefits of Participating as a Mentor

- Opportunity to give back by helping the next generation of marketers in achieving career goals and enhancing job performance
- Stay fresh by keeping a pulse on industry and new trends
- Visibility and credibility as an experienced marketing professional
- Expand your professional network by building a personal relationship with another member



"I've been inspired by my mentees, particularly in their different approaches to new technology, social media, and the changing nature of how marketing is handled in firms in Alaska. I've also enjoyed being a sounding board when they have questions about dealing with difficult situations/people in their firms, developing their personal career tracks, and sharing triumphs and tragedies."

Mary Jo Mrochinski - CH2M

"As a senior marketer and CPSM, I have a responsibility to give back to this organization and our members. I did not have a mentor early in my career, and I definitely could have used one. Through participation in this program, I found I get as much back through sharing my experiences and offering advice on how to grow the role of a marketer in an A/E/C firm."

Andrea Story, CPSM - R&M Consultants, Inc.

Benefits of Participating as a Protege

- Advice, guidance, and support from a senior marketing professional not associated with your firm who can provide an objective viewpoint
- Assistance in identifying career goals and developing a personalized action plan to achieve them
- Confidential resource to discuss A/E/C marketing issues and challenges
- Expand your professional network by building a personal relationship with a senior-level marketer

"My mentor and I had really valuable discussions about everything from the proposal process to marketing group organization to graphics to teaming. The mentorship program was a great opportunity to see all of those things from the perspective of another A/E/C marketer outside my own firm."

Monica Bradbury - DOWL

"I have developed a great relationship with my mentor. I feel I can contact her whenever I have questions, need advice, or even just to chat. She has given me invaluable advice on professional development with regard to figuring out what I want career-wise in the long-run, focusing on what I need to get there, and being able to identify my value and contribution to my place of work."

Christine White, CPSM - R&M Consultants, Inc.

ABOUT THE PROGRAM

- Mentors/Proteges set up their own meeting dates/times. Recommended frequency is to meet at least once a month through 2018.
- A kickoff meeting will be announced and held for new mentorship pairs to learn how to get the most from your mentorship!
- Email mentorship@smpsalaska.org for more information on the program and how to sign up!

Topics for Discussion

SMPS educational topics are structured around the knowledge areas and skill sets classified under the six Domains of Practice for Professional Services Marketing. These domains are listed below, with a few ideas for discussion topics.

DOMAIN 1: Marketing Research

- *What are some of the sources you use to find leads?*
- *What reference materials have been helpful to you in understanding our industry?*
- *When called up to help forecast industry trends, where do you focus?*
- *What is the best approach for setting up meetings with a professional contact for research purposes?*
- *How do I stay knowledgeable about my market/industry/region?*

DOMAIN 2: Marketing Plan

- *How do I conduct a SWOT Analysis?*
- *What should my role be in strategic planning at our firm?*
- *How does a marketing plan tie in with my firm's strategic plan?*
- *What are the elements of a marketing budget?*
- *How do I track progress?*

DOMAIN 3: Client and Business Development

- *What are techniques for establishing a strategic business development plan?*
- *How do I develop a business development culture at my firm?*
- *How do I develop a client-specific business development plan?*
- *How do I develop a project pursuit or capture plan?*
- *How do I conduct a client perception study?*

DOMAIN 4: SOQs/Proposals

- *What is a Go/No-Go process?*
- *What should my role be in the Go/No-Go process?*
- *How do I develop a tracking system for proposal statistics?*
- *How do I complete a SF330?*
- *How do I develop a schedule for tracking proposal elements?*



88%
OF BUSINESS OWNERS
WITH A MENTOR
SAY HAVING ONE IS
INVALUABLE

DOMAIN 5: Promotional Activity

- *What is branding?*
- *How do I develop a communications plan?*
- *How do I develop a social media plan?*
- *How do I write a press release?*
- *How do I select vendors for promotional materials?*

DOMAIN 6: Information Management, Resource and Organizational Management

- *How do I select a CRM system?*
- *How do I conduct marketing and BD training for technical staff?*
- *How should my marketing department be structured?*
- *How do I recruit staff?*
- *How do I communicate with my supervisor?*

OTHER IDEAS

- *How did you get your start in the A/E/C industry?*
- *How did you get to where you are in your career?*
- *How do you balance your career and personal life?*
- *What strengths do you think are important to have a successful career in A/E/C marketing?*