

MENTORING UNWRAPPED: THE MENTEE PLAYBOOK

Wisdoms on getting the most out of your mentoring journey from *Who's Your Momma* and their Momma mentors.



MENTORING HAS TAUGHT ME THAT EVERYONE NEEDS SOMEONE TO TELL THEM

THEY'RE AMAZING.

Richard Robinson, Executive Director
 & Who's Your Momma Mentor





HELLO, WE'RE WHO'S YOUR MOMMA

We're a free mentoring programme for women and non-binary people working in the UK creative advertising and design industry.

Over the past 10 years, we've connected over 100 Momma mentors and lit 1000 mentees' careers. We've seen, time and again, how mentoring helps people shift how they feel, take action and power up their potential.

For our 10th birthday, we're sharing the gift of mentoring industry-wide, with playbooks to support mentees and mentors — crowdsourced learnings, wisdoms, tips and ideas, tried and tested in real scenarios, for you to use however works for you.

Because our ambition is bigger than ever before. We want everyone to confidently seek a mentor who's right for them, and get the most out of their time with them — we want more people to be able to grow professionally, and thrive.

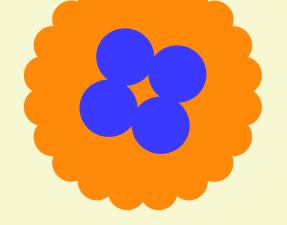
But, when it comes to mentoring, where do you start? How do you get clear about how mentoring can help you? Where do you find a mentor? You'll have lots of questions and, on top of that, it can be hard to ask for help. Which is where this mentee playbook comes in.

We hope our playbook will help support and guide you on your mentoring journey.

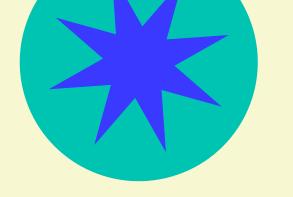
Ready to light up your career? Let's get started...!



Please note: This playbook is provided as a guide only. SheSays Who's Your Momma is not responsible for how you use it.







Before you start

Get ready to kickstart your mentoring journey with a few important questions.

What a mentor is, thinking about your goals, and how to prepare for your mentoring journey.

Plus: Make your mentee pledge.

Getting the most out of your sessions

Tried and tested tools, tips and ideas for getting started with your mentor.

How to organise sessions and make sure you're fully prepared.

Including: A suggested six month framework.

Downloadable resources

Prepare your sessions and take the lead on your journey.

Jump to this section for all the playbook mentoring resources in one place.

Download and use however you need.

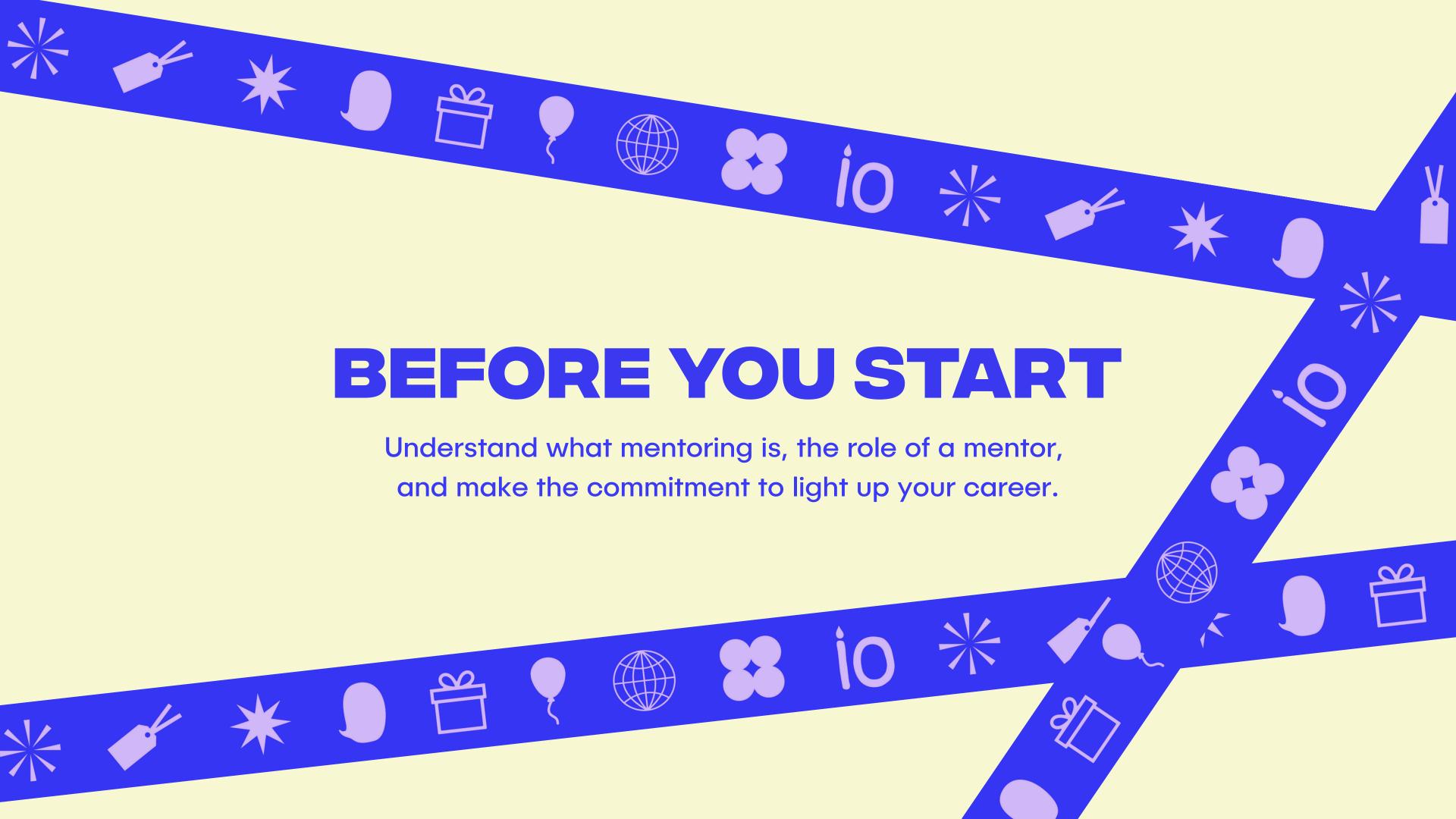
Keep in touch

Mentoring
Unwrapped is an ongoing initiative from Who's Your
Momma.

If you've got feedback, anecdotes and ideas — share them with us, we'd love to hear from you! Find our details here.







MENTORING IS FUNDAMENTAL, NO MATTER WHERE YOU ARE IN YOUR CAREER JOURNEY!

Laura Bertinelli, Lead Designer
 & Who's Your Momma mentee



SO, WHAT EXACTLY IS MENTORING?

MENTORING IS A PROACTIVE ENDEAVOUR, A SHARED EXPERIENCE, AN ACTIVE PARTNERSHIP

Your mentor may have trodden a similar path to you, making them an experienced guide on your journey. It's never about them telling you what to do. It's about you taking the lead in exploring your challenges, options and direction — with added wisdom, advice and a dash of cheerleading from them.

Above all else, your mentor wants you to build a career you love. They're in your corner, always.



MENTORING HELPS YOU BUILD LONG-TERM CHANGE. IT ISN'T A QUICK FIX, COACHING OR THERAPY

Your mentor will likely be more experienced and senior than you, but that doesn't mean they've got a quick fix. Nor does it mean they're there for a string of favours or a leg up – mentoring is about you doing the work, with their support and guidance.

If you have clear, short-term goals and are looking for someone to hold you accountable, a coach might be better suited. Or if you need help to heal from the past, you should talk to a therapist.

FINDING YOUR MENTOR

Finding the right mentor can be a daunting prospect. But taking the time to ensure the best fit will make all the difference to your mentoring experience. Here's two routes to finding a mentor.

already know, have worked with before, or a mutual connection?

Take a moment to consider why they'd be a good mentor for you.

Sometimes the best mentors aren't the most high profile, but the person whose experience and approach align with your goals and challenges.

You can also keep an eye out for our 'Available to mentor' sticker on LinkedIn. As part of our gift, we've created these stickers for mentors to add to their profiles, so it's easier for you to find them and know that you can reach out.

Search for a willing mentor on LinkedIn using #AvailableToMentor





1. Before reaching out, ask yourself: What do I respect about this person? What specifically do I hope to learn from them? Do I want career guidance, industry insights, or support navigating a specific challenge? Knowing your 'why' helps you frame the ask with purpose and clarity.

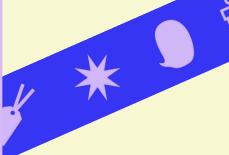
2. Whether you approach via email, LinkedIn, or an in-person chat, do your homework. Show genuine appreciation for their work or leadership.

Explain why you're seeking a mentor and why you'd love their support. Help them see how they can help you light up your career.

3. Be specific about what you're asking them for, especially as they may be busy.

Describe what mentorship looks like for you, how often and how long you'd like to work with them. Let them know your expectations, and give them space to respond, so you can come to a mutual agreement.

4. Be clear that you'll take the lead and that all you need from them is to show up at the agreed time and place. Promise to set the agenda for each meeting, organise each meeting, and follow up. They're giving their time and energy, so you need to take control to make it happen.



















YOU'VE FOUND A POTENTIAL MENTOR!

Wahoo! The person you wanted is available to become your mentor. Now what? It's easy to rush in, but we recommend a quick sense-check. You want to be confident that the relationship will be productive and mutually beneficial. This can be done via email or, if you have time, set up a quick 15-20 minute call to check the chemistry is right. You could discuss with them:

What drew them to being a mentor.

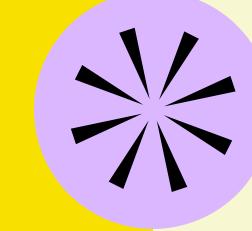
Whether they've mentored before and what made it a success.

Quiz them on their skills, experiences, and where they feel they could offer the most insight.

How often they're able to meet, and what format works best (in-person, virtual, email.)

What they expect from you as your mentee — and share what you're expecting from them.

Keep questions 'open' to ensure you get the most out of your conversation.



And remember, it's completely OK if the match doesn't feel quite right. Most potential mentors will appreciate your honesty — just drop them a quick email the next day to thank them and let them know your decision.

YOUR MENTEE PLEDGE

Before your first session, make a mentee pledge. It'll help you define your goals, commitment and boundaries. Here are some questions to get you started. Starting each answer with "I will/can..." will give you your pledge.

Q: What commitment can you give your mentor?
Weekly, monthly, bi-monthly? Online, in-person, both?

Q: How will you approach your mentoring journey?

Will you be open, flexible, give it your all?

Q: How will you prepare for each session?

Preparation is key to getting the most out of your time together.

Q: How will you build a relationship with your mentor?

Mutually, with respect, listening...

FILL IN YOUR ANSWERS HERE:

WHO'S YOUR MOMMA MENTEE PLEDGE

It's really important that we lean into our mentoring journey — Who's Your Momma mentees use our pledge to both reflect and commit.

I promise that I'm in this to make a change.

I'll keep my eye on the bigger picture, challenge myself and smash through any obstacles.

I promise to appreciate my Momma.

I know my mentor is volunteering their time and energy to support me on my journey. So, I'll do the same in return.

I promise to make the effort.

I'll make plans and set dates with my Momma, and connect with them at least 6 times.

I promise to be prepared.

I'll come with an open mind. I'll think big, take notes and bring energy and enthusiasm to all our meetings.

I promise to respect my Momma.

I'll respond and reach out, even if it's to let my Momma know I'm a busy bee or that I need to step away from the programme.

I promise to build a mutual relationship.

I'll respect our differences of opinion and unique experiences.

I promise to give it my all.

I know this will be a life-changing journey — so bring it on!

Take a peek at our mentee pledge for inspiration



HOW ARE YOU DOING RIGHT NOW?

It's a good idea to check in with how you're feeling before you start your mentoring journey, to help build awareness of how this impacts what you do. You can share this with your mentor if you want to.

WRITE DOWN 3 WORDS TO DESCRIBE HOW YOU'RE FEELING.

You can use this exercise throughout the journey, eg. every time you have a session with your mentor.

MENTORING HAS GIVEN ME THE CONFIDENCE TO FOCUS ON WHAT I WANT TO OFFER TO THE WORLD, AND THE JOY OF GUIDING PEOPLE TOWARDS WHAT THEY REALLY WANT TO DO, TOO.

Emily Fleuriot, Integrated Creative Director & Consultant & Who's Your Momma Mentor



SIX SESSION FRAMEWORK

Based on our mentors' and mentees' experiences, it can be good to aim for six monthly sessions, as this gives you time to clarify your vision, nail down your goals, and work towards them. It's also enough time to make some measurable changes. Here's what six months might look like.

Month 1: Create a connection and share your 'whys'

This session is primarily for relationship building and defining your purpose.

Month 2: Set out your vision & values

You may have touched on this in session 1.

Now it's time to visualise what you want.

Month 3: Roadmap & goals

With your vision locked in, it's time to turn ideas into clear, actionable goals.



Month 4: Check in on challenges

Talk through any problems, issues or challenges that have come up.

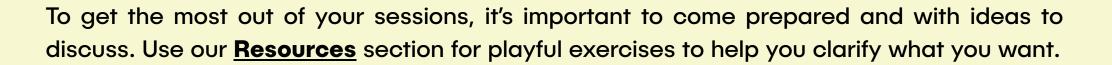
Month 5: Deeper dive

You're over halfway through, which is a good time to reflect on how far you've come and what's next.



Month 6: Wrap-up

You've been on a big journey together.
Celebrate it. Transition and closure are important. You might also decide to continue your relationship



READY TO VISUALISE WHAT YOU WANT

Visualising what you want before your first session helps you feel prepared and focused. It also helps your mentor understand how best to support you. These questions can help you get started.

Check out our <u>mentoring resources</u> for more ways to unlock your vision.

These questions uncover your motivations, strengths, and preferences.

- What parts of my current job give me energy and what parts drain it?
- What am I naturally good at (skills, qualities, mindset)?
- What do people often come to me for help or advice on?
- What do I value most in my work (freedom, recognition, creativity, stability, impact, etc.)?
- In what kind of environment do I do my best work (solo/team, fast-paced/steady, structured/flexible)?
- What does "success" actually look and feel like for me not what I think it should look like?

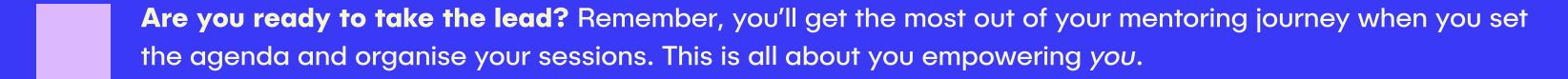
WHATYOU WANT (VISION AND DIRECTION)

These help define your long-term desires before you set specific goals.



- If I could design my ideal workday, what would it look like?
- What kind of projects or clients excite me the most
 and why?
- Where do I want my career to be in 1 year? 3 years? 10 years?
- What impact do I want my work to have (on people, brands, causes, industries)?
- What lifestyle do I want my career to support (location, income, balance, freedom)?





- Have you completed your visualisation exercise? What do you hope to gain from mentoring confidence, clarity, new skills, or a career shift? Having a rough sense of direction helps shape your conversations.
- Have you reflected on your current situation? Think about where you are right now your strengths, challenges, and any patterns you've noticed. This helps your mentor understand your world and support you.
- Have you done your homework? Remind yourself of your mentor's profile or background. Knowing a little about their experience helps you frame better questions and get more out of your time together.
 - Prepare to take notes and follow up
 - Have a notebook or doc ready for key takeaways to jot down action points you'll work on before your next chat. Don't tuck them away make sure you revisit them often, and use them to stay on track.

WHAT TO EXPECT IN YOUR FIRST SESSION

Feeling excited? Maybe a little nervous? That's completely normal. Meeting your mentor for the first time can be a little daunting. But remember: They're here to support you and want you to succeed. To help you lay the foundations of what's to come, you could use a structure like this for your first session.

1. Get to know your mentor

Who they are, what they do, how long they've been doing it, what's their go-to Meal Deal combo?!?!

2. Re-clarify what mentoring is and isn't Make sure you're on the same page with what mentoring is and isn't.

3. Chat about what you'd like to get out of mentoring

This isn't just about your goals. It's also about why you decided to find a mentor in the first place. Use your visualisation worksheets to guide the conversation.

4 Make time to agree how you'll work together.

Cover confidentiality and boundaries. Be upfront about what feels manageable from the start. And since life can get busy, agree on how you'll handle any changes or cancellations.

5. Agree on your level of commitment

How often can you catch up? Can you email or text between sessions? Are there any days off-limits?

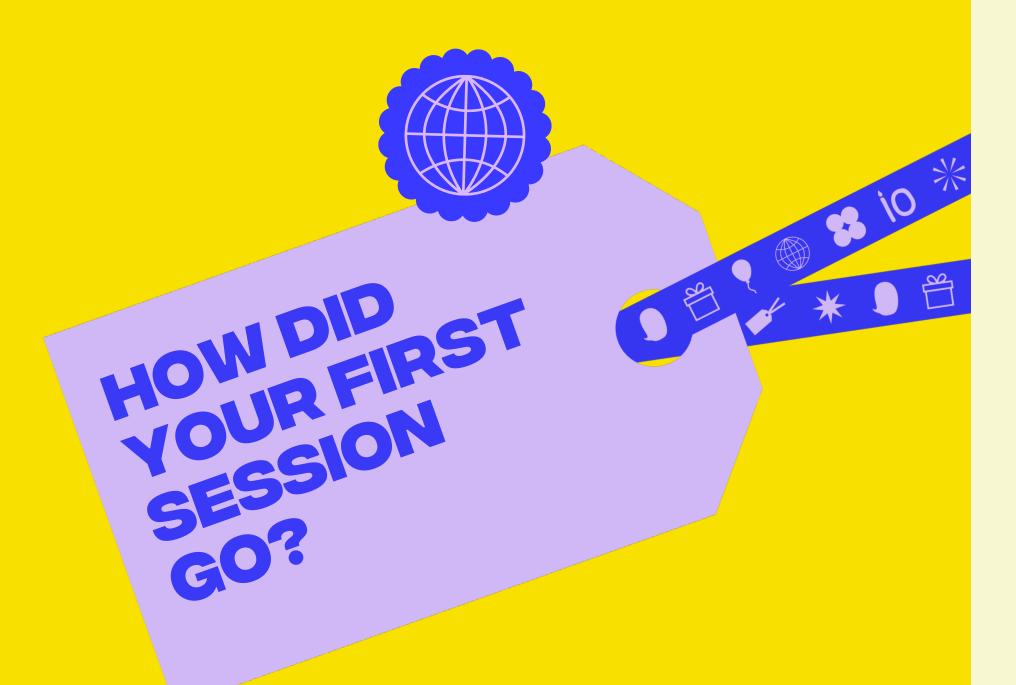
6. End on a high note

This is the start of an exciting journey for you both. Let's do this!



"EVERYONE IS ON THEIR OWN JOURNEY. IN THE END, IT'S ABOUT EMBRACING THE MISTAKES AND FAILURES ALONGSIDE SUCCESSES."

Annabel Alice, Senior Communications Manager
 & Who's Your Momma Mentor



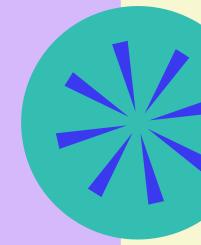
- What did you learn from this session?
- What's working well for you?
- What made you feel the most excited? how will you act upon that?
- What's not working so well? How can you solve that?
- What tasks do you need to do for your next session?

Date...../...../..... Next Session:

YOU'RE ONA ONA ROLL!



Time to reflect on how the second session went. What did you discuss? Did you set your vision? What are you going to do to prepare for your next session?







If you've decided to mentor for six months, you're now halfway through. Well done both of you! How's it going? What did you discuss in your third session?

Date...../...../..... Next Session:

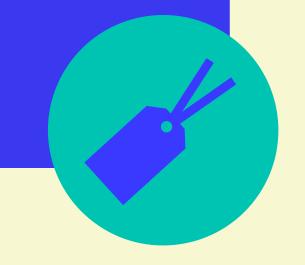


How did your fourth session go? What did you discuss? What goals have you set ready for next time? How are they measurable? What do you need to achieve them?

PREPARE TO END ON A HIGHNOTE

Five sessions in and one to go. What are you proud of? What are you uncertain about? What do you need to ensure your final session is productive? What questions have you got for your mentor?





WRAP-UP & WHAT'S NEXT

TIME TO REFLECT ON HOW FAR YOU'VE COME

You've been on a big journey with your mentor. Make sure that you use your final session to reflect on this, revisit your vision and roadmap, and celebrate your successes! Transition and closure are important, so have a point of view on what you'd like to do next. Is this the end of the book, or just a chapter?

You might decide you'd like to continue your relationship. Check in with your mentor and see if they have capacity to continue working with you. Maybe it's an agreement to be available to chat over email when needed, or maybe you can both do more sessions.

You may also feel inspired to pay it forward. If you'd like to offer to mentor someone, why not check out our mentor playbook?! Everyone can be a mentor, as everyone has experience that others can learn from.





REFLECTS WRAP-UP

Six whole months of mentoring — that's incredible! Now it's time to reflect on how you've found it.

What have you learnt?

What did you find challenging?

What surprised you?

What actions would you like to take forward?

What would you like to continue doing?



"SEEING MY MENTEES' IMPROVEMENT IN SELF-REFLECTION AND THEIR REALISATION THAT THEY HAVE THE ANSWERS AND TOOLKIT INSIDE THEMSELVES IS THE MOST REWARDING PART OF MENTORING."

Lou Trethewey, Global Project Manager & Who's Your Momma Mentor

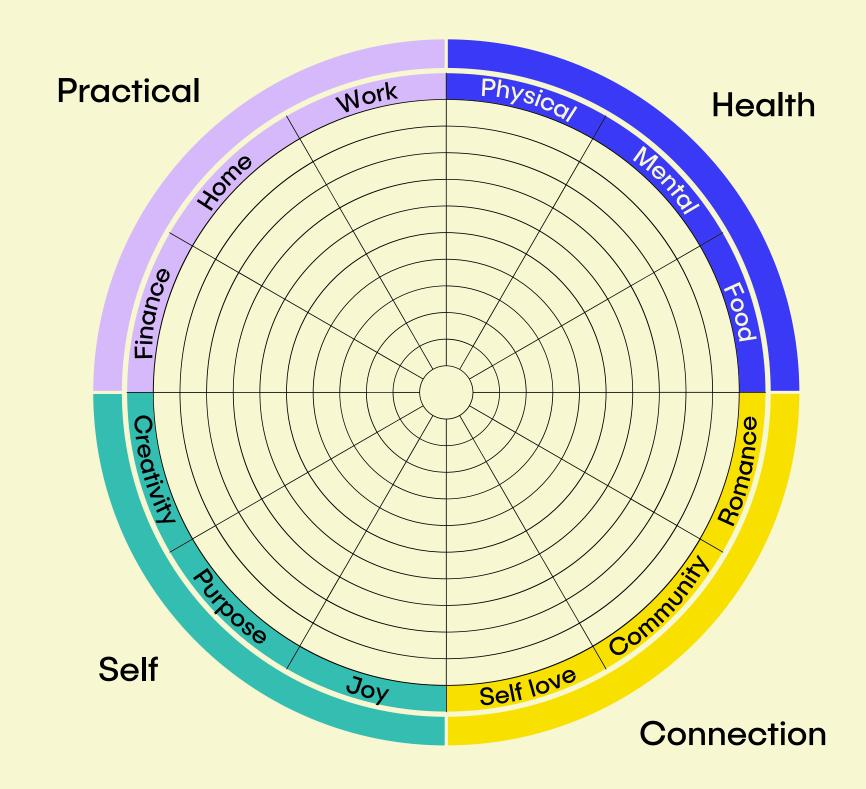
BALANCE CHECK: WHEEL OF LIFE

Encourage understanding of all the elements that may be influencing how we feel, and the action we take. Great to use at any point in the mentoring process, but especially at beginning and end of an agreed amount of time.

Reflecting on each point, consider what the word means to you and how it manifests in your life.

Give each a mark out of 10

- Why did you choose that number?
- Why not a lower number?
- What would it take to be one notch higher?
- Where is there balance?
- Where is there imbalance?



IDEAL DAY FREE WRITING

Encourage reflection on values, beliefs and interests, and how it might come to life in tangible ways, in your everyday.

An easy, five-minute exercise to describe how you'd like to set up your day, from waking up to going to bed.

- Freewriting: Write as though 'no-one will read it' (and no-one has to).
- Set a timer, anything from 3-20 minutes is usually good (start with the shortest time and build up if you like).
- Pen at the ready, start the timer.
- Without taking your pen from the paper, write until the buzzer goes.
- Not a confident writer? Give it a go anyway, or make a Vision Board instead using the same principles.

IDEAL DAY REFLECTION

- Re-read your ideal day
- What feelings come up for you as you read it?
- How much do you believe in it?
- What stands out to you the most?
- What surprised you?
- How much of it is true today?
- What seems closer, what seems far away?
- What values are arising for you?
- What obstacles are you observing?

VISION BOARD

Get imaginative and clarify what your long-term vision is. Great for people who like to 'see' what they're thinking about and want to get hands-on — collaging words and images to explore your future vision and/or values.

Simply grab a pair of scissors and some glue and flick through magazines and newspapers, cutting out words and pictures that 'speak to you'.

Gather them together and edit your favourites, lay them out on your page and get sticking. Enjoy the process and don't over think it!

PS. If you don't want to get your hands sticky, digital versions (eg. on Pinterest or Canva) can work too.

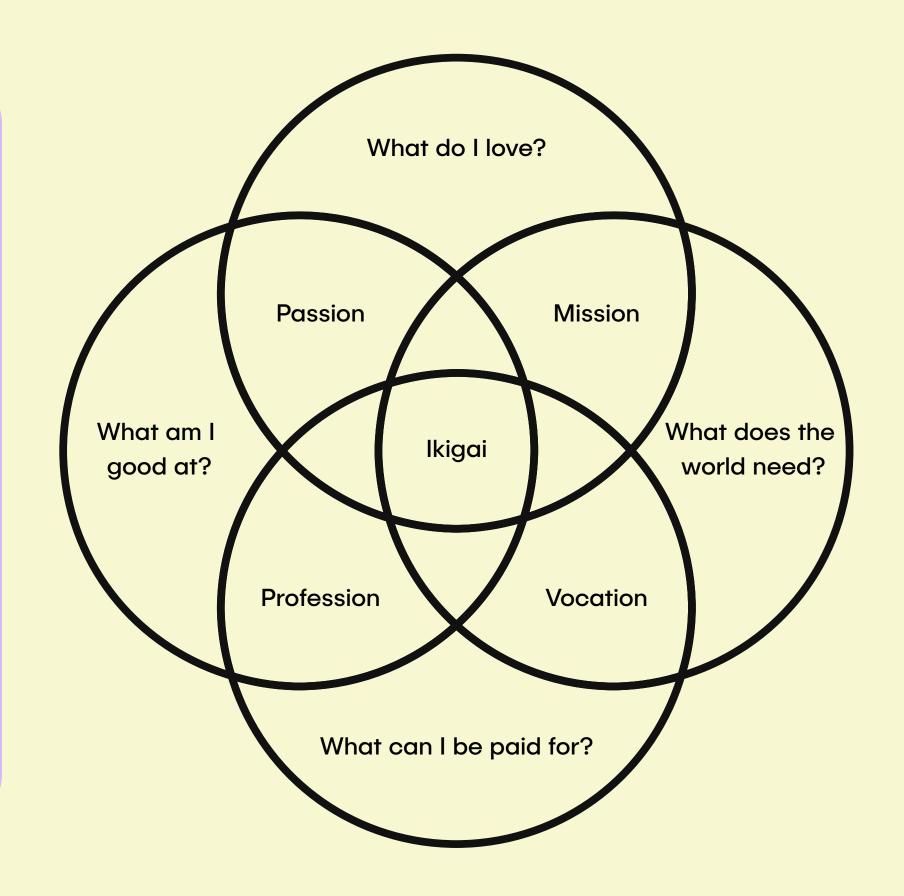
You can also draw your own elements.



DEFINING PURPOSE

Ikigai is a Japanese concept exploring the deep satisfaction in living true to your 'reason for being'. One distillation is that we should aim to do what we love, what we're good at, what we can be paid for, and crucially, what the world needs. The closer we come to the intersection of all four, the greater our sense of being.

Of course we'd encourage building your full understanding of the concept, but this venn diagram can be a helpful and simple way to think about what you need to do to feel clear in your vision, goals – and how to get there.



IDENTIFYING VALUES

It can be hard to put your finger on your values, but finding the words can help. To help you get you started, you'll find a list of words that describe common values on the next page.

- Circle all the ones that speak to you the most and/or instinctively.
- Write them all out on post-it notes.
- Do you notice themes emerging? Write them down.
- Group the words under each theme.
- Reflect on each word and what it means to you.
- Prioritise words within each theme.
- Try and distill your words down to 7-10.
- Use this as your current 'Values System' a useful checklist for decision-making.

Accountability	Contentment	Fun	Joy	Personal fulfillment	Success
Achievement	Contribution	Future generations	Justice	Power	Teamwork
Adaptability	Cooperation	Generosity	Kindness	Pride	Thrift
Adventure	Courage	Giving back	Knowledge	Recognition	Time
Altruism	Creativity	Grace	Leadership	Reliability	Tradition
Ambition	Curiosity	Gratitude	Learning	Resourcefulness	Travel
Authenticity	Dignity	Growth	Legacy	Respect	Trust
Balance	Diversity	Harmony	Leisure	Responsibility	Truth
Beauty	Environment	Health	Love	Risk -taking	Understanding
Being the best	Efficiency	Home	Loyalty	Safety	Uniqueness
Belonging	Equality	Honesty	Making a difference	Security	Usefulness
Career	Ethics	Hope	Nature	Self-discipline	Vision
Caring	Excellence	Humility	Openness	Self-expression	Vulnerability
Collaboration	Fairness	Humour	Optimism	Self-respect	Wealth
Commitment	Faith	Inclusion	Order	Serenity	Well-being
Community	Family	Independence	Parenting	Service	Wholeheartedness
Compassion	Financial stability	Initiative	Patience	Simplicity	Wisdom
Competence	Forgiveness	Integrity	Patriotism	Spirituality	
Confidence	Freedom	Intuition	Peace	Sportsmanship	
Connection	Friendship	Job security	Perseverance	Stewardship	

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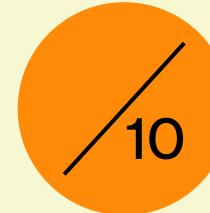
VALUES IN ACTION

Having identified your top ten values, you know what to track and how they do or don't turn up in your everyday life over a period of time.

- Sketch out your top 7-10 values.
- Note the moments you feel you're being true to values, or even when you're not true to values.
- Mark out of 10 for how true to values your actions feel
- (1 being least, 10 being most.)
- Do this every day for around a week (or longer.)
- When you've gathered enough information, take a pause, review and reflect on what is working for you, what could be better.
- What values are easier to live by?
- What are harder to live by?
- What are the obstacles you encounter?

Value:

How I live that value:



CHANNELLING THE VISION

A powerful tool to crystallise what you want. You may need to think about who you are, what brings you joy, and what you want in the short- and long-term.

The **GROW** framework (Goal, Reality, Options, Way Forward) is a great model to help you move from where you are now to where you want to be, with a pointed focus towards goals.

GOAL

What do you want to achieve?

Definition of goal: how will you know you achieved this goal?

Make sure that the goal is SMART Specific, Measurable, Attainable, Realistic and Time-bound.

REALITY

Where are you now?

What is happening now - what, who when and how often?

Fully consider the starting point and what resources you have to help you.

O OPTIONS

What could you do?

What obstacles are stopping you from getting where you want to be?

What options have you got that could bridge the gap between reality and goal?

WILL

What's the plan...what's next?

Commit to specific actions in order to move towards the goal (action plan).

Decide on a date when you review the progress in order to provide some accountability.

KEEP IT SOLUTION-FOCUSED

PERSONAL BOARD

The fact is, humans need their people. A personal board is a group of people you can turn to, to support your career growth.

They're people who help you close skills and knowledge gaps, and who see your potential and encourage you. They're also the ones that'll tell you it straight and hold you accountable.

Your mentor is part of your personal board, but who else is there?

- Create a stakeholder map and list the people or networks that could support your journey.
- For each, think of a time they've helped you unlock an opportunity what did they do that was so powerful?
- What did you like about how they went about it, and could it serve you now?
- Draw round your hand and choose the five people you'll turn to and why.
- If you're not already talking to them in this way, why not ask them if they'll mentor you, too?



NAME YOUR GREMLIN

Sometimes confronting our gremlins is the most powerful way to diminish their power over us.

- Describe the gremlin and give them a name. What do they look like, how do they speak, when do they turn up?
- If it helps, visualise them with a sketch, or use an Al tool to bring them to life.
- Now get to know them even better with a Gremlin Diary.
- Over two weeks, note when doubts or fears appear what triggers them? How do you respond? When is it easiest to ignore them, or to answer them back?
- At intervals, review and reflect on what patterns are emerging for you. Bring your observations to your next session, if you want.
- Don't forget to answer the gremlins back! Every time you hear that gremlin voice, you're going to address it and answer back reframe the gremlin's voice as a positive affirmation. Write it down or even record a voice note.



If you want to dig deeper into the gremlins in your mindset, check out <u>Taming Your Gremlin: A Surprisingly Simple Method for Getting Out of Your Own Way</u> by Rick Carson

It can be really easy to lose track of all the good things that you're doing. So start a growth jam jar (think of it as a swear jar, but for personal progression!).

Keep a log of your small successes, what they are, what helped them happen, how you feel and why.

Use some colourful post-it notes and every time you notice a moment of growth, write it down and pop it in the jam jar.

You may also want to take note of when your gremlin pops up — what causes it and how your respond (use a different colour post-it note).

GROWTH JAMJAR

After a couple of weeks, take them out, review and reflect:

- What are you noticing?
- Are there common themes?
- What would you like to do more or less of?
- What are your favourite growth moments?
- How can you reframe 'gremlin' moments as growth moments?

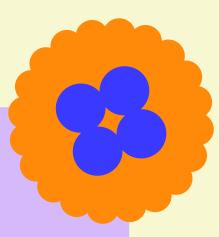


Active reflection, and recommitment to your vision and goals, is particularly helpful as you close any chapter in your mentoring journey. You might like to do this at the midway point or in the final session, to keep momentum.

- Learning reflection: Write one page or record a voice note about key insights and changes from the past six months.
- A 'feel' and 'do' statement: "Because of this process, I now feel ... and do..."
- Clarify next steps. Identify 2–3 ongoing actions or goals to carry forward. Write them down.
- If you've used other tools, such as a roadmap or vision board, revisit them. How does this pledge fit in with what you know already? How will it help you continue to grow?



& FINALLY... PASS IT ON!



We want our mentee playbook (and mentor playbook) to be shared far and wide.

We're here for anyone and everyone who wants to go on the journey, find their mentor and become a mentee.

So pass the gift of mentoring on – and let's lift our industry up together.

Share your journey! Tag us on social.

We love to see how you're all using our playbook in the wild.

<u>@wymmldn</u>

<u>LinkedIn</u>



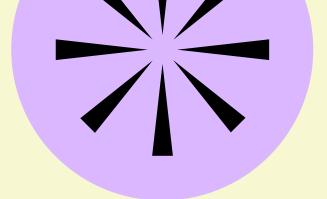


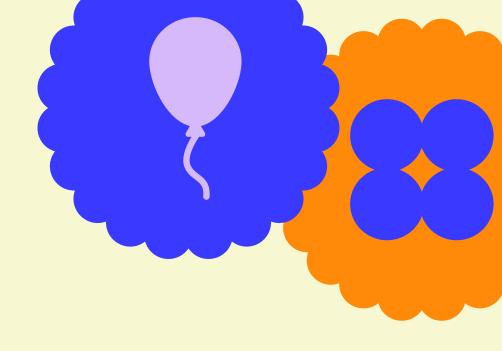


Thank you to the people behind the playbook...

Emily Fleuriot, Laura Clark, Jennie Burton, Rachel Gott, Meg O'Donnell-Bath, Becky Ormrod, Holly Powell, Tom Aston







GIFT YOUR TIME, CHANGE FUTURES.



