

MENTORING UNWRAPPED: THE MENTOR PLAYBOOK

Tried and tested tips and advice
crowdsourced from *Who's Your Momma* mentors



YOU DON'T HAVE TO HAVE ALL THE ANSWERS. IF YOU'RE A GOOD LISTENER AND YOU CARE ABOUT PROGRESS IN THE CREATIVE INDUSTRIES – THAT'S ENOUGH TO GET GOING AS A MENTOR.

– Heather DeLand, Creative 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 — unwrapping our secrets in playbooks that can help anyone be a mentor, or mentee. Expect wisdoms, tips and ideas that are 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 unlock their inner mentor — the more we support people to grow, the more we, and our industry, can thrive.

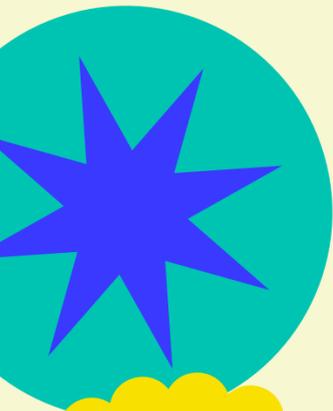
We believe anyone can be a mentor. All you need is to be prepared to listen to your mentee, offer empathy and guidance, share your experience and cheer them on.

Crowdsourced from 10 years of diverse learnings, we hope our playbook will help support and guide you on your mentoring journey.

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



WHAT'S INSIDE



Before you start

Everything you need to know before you kickstart your role as a mentor.

Why mentor, what a mentor is, and how to prepare for your mentoring journey.

Plus: Make your mentoring pledge.

Session planning

Tried and tested tools, tips and guidance for contracting with your mentee, planning your sessions, and making sure you achieve agreed outcomes.

Including: A six month framework for you to adapt.

Downloadable resources

Ready to get started with your mentee?

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!





BEFORE YOU START

What kind of mentor do you want to be?

Let's unwrap what mentoring is and isn't, and help you decide an approach that's best for you.

SO, WHAT EXACTLY IS MENTORING?



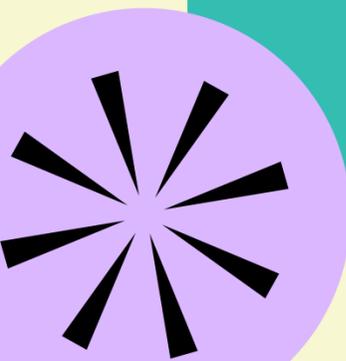
AS A MENTOR, YOU'RE A SOUNDING BOARD, A CONFIDANT AND #1 CHEERLEADER

You're here to support a mentee on their career and personal development, and to achieve their self-set vision and goals. This is their space — and it's important they set the agenda and take the lead.

You may have walked a similar path to your mentee, or have travelled a really different route to them entirely. You don't even have to have done what they want to do, but you do have to be able to see the common threads of your stories, and come prepared to be a generous and thoughtful guide on their journey.

Mentoring isn't about telling them what to do — it's about creating a safe space where they can explore their challenges, options, and direction. In turn, you share your wisdom, experience and perspective to help them find their own way.

Who's Your Momma is a free mentoring programme — and it's our belief that mentoring should always be free.



SO, WHAT EXACTLY IS MENTORING?



REMEMBER: AS A MENTOR YOU'RE NOT A FIXER, A COACH OR A THERAPIST

Yes, you'll probably have more experience than your mentee but that doesn't mean you need all the answers. And you don't need to solve their problems, either.

While a mentor may use coaching tools, you're not a coach. Coaching tends to be more short-term; more structured around specific skills, performance, and immediate goals. Coaches don't have to have the same experience as their coachee; they'll ask questions and use enquiry to help the coachee find their own answers. If your mentee already has clear goals and wants someone to help them stay focused, they may need a coach.

An important note: A mentor is there to support their mentee to move forwards. If someone needs support working through past experiences or emotional wounds, that's the work of a medical professional or therapist. If you have concerns about your mentee, be prepared to suggest they seek appropriate support.

89% of those who have been mentored go on to mentor others

Employees who received mentoring were promoted five times more often than those who didn't have mentors

Mentors were SIX times more likely to have been promoted to a bigger job.

87% of mentors and mentees feel empowered by the relationship and report greater confidence and career satisfaction



97% of those with a mentor say they're valuable

Young people with mentors tend to earn about 15% more than their non-mentored peers

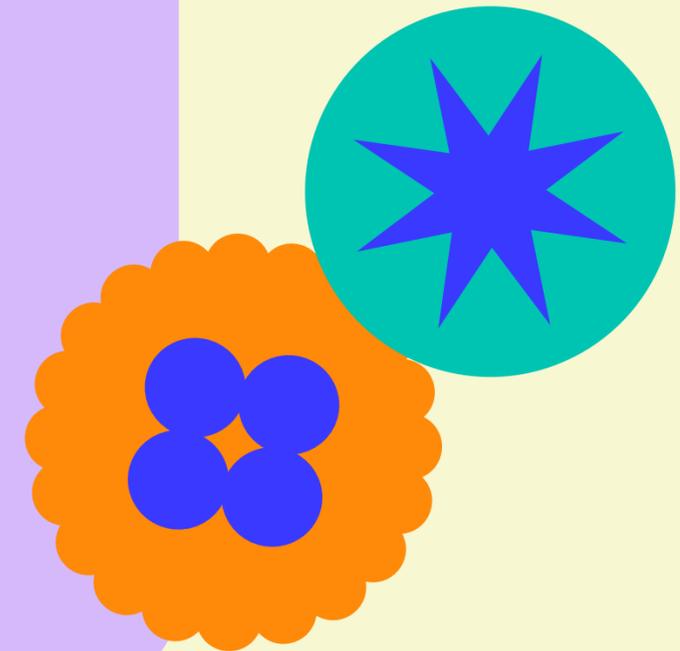
71% of Fortune 500 companies use a mentor programme and 75% of executives credit their mentors

TOP 10 MENTEE GOALS

Over the past six years we've tracked the goals of our mentees signing up for mentoring. Here are the top ten most common challenges we've found, which you might find yourself guiding your mentee through too:



- Working out where to take their career next
- Increasing their confidence
- Knowing their own worth
- Confidence with networking
- How to speak their mind and communicate effectively
- Getting a pay rise or promotion
- Transitioning into a leadership role
- Improving presentation and communication skills
- Promoting or developing their own side hustle
- Getting their passion back for their job



As before, if you don't have direct experience of your mentee's challenge, that's okay. You don't have to have all the answers. Listening well, offering them the space to talk through their ideas and helping them make choices is enough.

POTENTIAL CHALLENGES

It's rare that a mentor-mentee relationship doesn't work out, but it can happen. In our experience, it's better to think about how you might tackle issues now, so you're prepped to deal with them if they arise. Here's some hurdles that you might face, and some thought starters for how you might get back on track, together.

My mentee isn't showing up, or is changing meetings last minute. It's proving difficult to organise meetings we can both attend.

Mentor-Mentee contract. Make sure that you discuss how you'll work from the outset. Agree how you'll manage changes of plan, and also be prepared to change the plan – eg. Would online meetings make more sense for you both?

My mentee has asked to be connected to my contacts and/or network.

Mentoring doesn't mean that you have to connect your mentee with anyone, although you can if you want to. Make sure you're clear about what you will or won't do from the outset.

My mentee doesn't seem engaged, or isn't doing any work, so isn't progressing.

Your mentee has to take the lead, but may be experiencing invisible obstacles. Can our resources help them explore their vision or goals differently?

My mentee has a goal I'm unsure I can help with, or challenges that are related to the industry (and won't easily change).

That's okay. You don't have to have all the answers, this is where asking the right questions will help your mentee work out what they can do and what they need support with. You can also signpost them to the right person or place if needed.

My mentee seems to expect too much of me, has issues with their mental health, or problems I'm not qualified to support with.

Again, mentor-mentee contract. Be clear about boundaries and be prepared to signpost them to the right support. If you're worried anyone is a danger to themselves, contact the appropriate services.

My mentee is making a mistake, or doesn't seem to be taking my advice.

As a mentor, all you can do is offer your guidance or advice, your mentee may or may not take action (or the action may not be obvious). Reflect on what you can do to ensure that you're empowering their decision-making the best you can. Sometimes you do just need to let them do it their way.

YOUR MENTOR PLEDGE

Creating a mentor pledge will help you define your goals, commitments and all-important boundaries. Here are some questions to get you started.

Q: Why do you want to mentor?

Knowing your why will be your guiding force.

Q: How long can you commit to your mentee?

3, 6, 12 months?

Q: How often and how can you meet?

Monthly, bi-monthly? Online, in-person or both?

Q: What skills will you bring to the relationship?

Listening is key. How about empathy, understanding, humour – what makes you, you?

Q: How will you build the relationship?

eg. mutually, confidentially, with respect, share your experiences...

Q: What do you hope to gain from mentoring?

Mentoring is a shared gift — you give wisdom and gain it too. For example, our mentors report that mentoring helped them grow as a leader, deepen their insight, and build empathy.

FILL IN YOUR ANSWERS HERE

Starting each response with “I will/can/do...” will give you your pledge.

WHO'S YOUR MOMMA MENTOR PLEDGE

It's really important that we mentor with a clear sense of our 'why' — our Momma mentors use our pledge to both reflect and commit. For example:

I promise to help make a difference

I'll support, guide and be a role model to at least two mentees a year.

I promise to not discriminate

I do not pre-judge or judge. I respect all genders, identity, sexual orientation, age, disability, race and religions.

I promise to be there

Online or in real life, I commit to holding sessions with my mentee at least once a month for six months.

I promise to be encouraging

I'll listen, be understanding, highlight their strengths and show empathy.

I promise to offer an equitable relationship

I'll dive into the world of my mentee. I'll listen to their dreams and challenges. I'll be open and share my own stories, and respect the differences between us.

I promise to give it my all

I'll step up and recognise my actions carry new weight and responsibility. Through my support and guidance, I'll help my mentee empower themselves to create a career they love.

I'm ready to go on the journey with them – let's do this!

**TAKE
INSPIRATION
FROM THE
WYMM PLEDGE**

I AM A MENTOR.

THE 'AVAILABLE TO MENTOR' STICKER

Now that you've decided to mentor, you'll want to find your mentee.

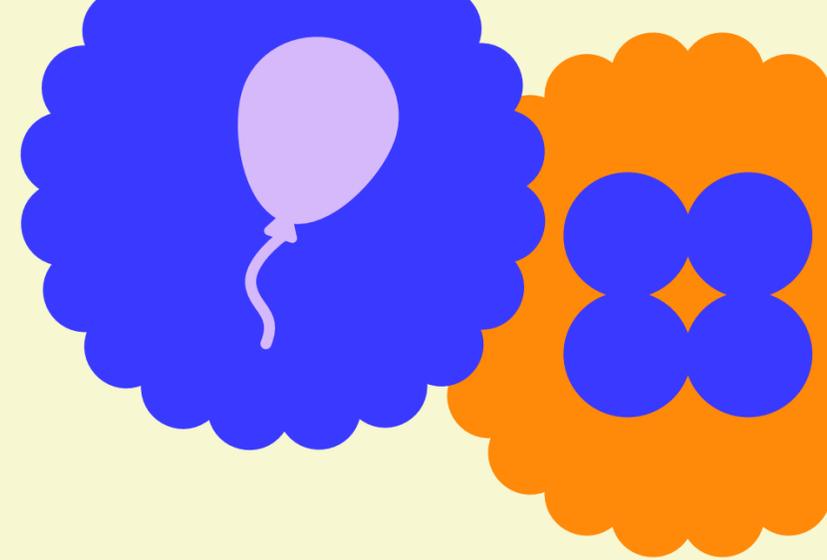
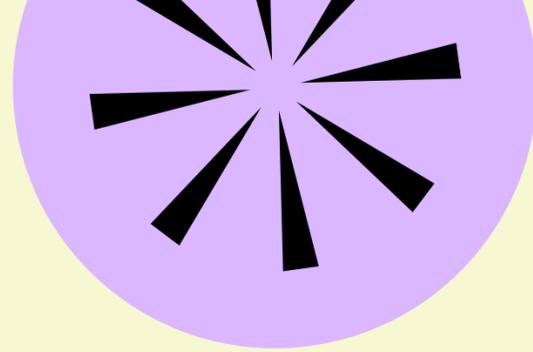
You may already have someone in mind or a network to tap into. But if you want to cast the net wider, LinkedIn could be the place to get the word out there.

We've created a handy 'Available to Mentor' sticker, to use on your LinkedIn profile, so potential mentees know they can reach out to you. To create your sticker, simply follow this [link](#). You'll need to:

- Upload your photo
- Pick an overlay
- Download your image
- Upload it to LinkedIn — and you're good to go!
- Bonus points if you share a post highlighting what you're doing — and encouraging others to do it too. Add #AvailableToMentor and Mentees will be able to find you, even more easily!

Once you have a mentee (or two) you can remove your sticker and upload it again when you're ready to mentor someone else.





READY TO GIFT YOUR TIME AND CHANGE FUTURES?

Let's get into setting up and planning your sessions



YOU'VE MATCHED WITH A POTENTIAL MENTEE!

Wahoo! You've had someone contact you asking whether you could be their mentor. Now what? It's easy to rush in, but we recommend a quick sense-check. You want to be confident 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 ask:

What made you want to find a mentor right now?

What do you hope to get out of this mentoring relationship?

Are there specific skills, experiences, or challenges you'd like to focus on?

Are you looking for guidance, support or a sounding board?

How often would you like to meet, and what format works best (in-person, virtual, email)?

How much time are you realistically able to commit between sessions to apply what we discuss?

Have you worked with a mentor, coach, or manager in this way before?

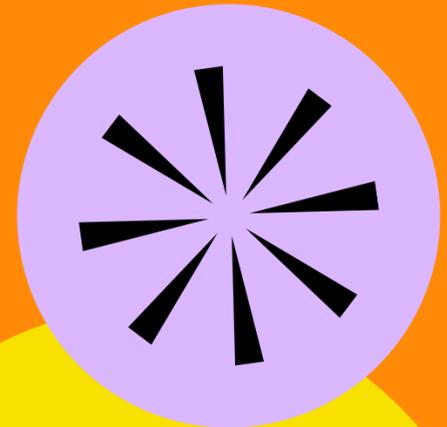
What do you expect from me as your mentor — and what should I expect from you?

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

WARMING UP WITH A PRE-SESSION HELLO

It's on! You and your mentee have agreed to start your mentoring journey. Meeting someone for the first time can be a little daunting. To help break the ice, you could send your mentee three questions before your session, to get them thinking ahead and preparing their answers for when you first meet. Questions could include:

- What's your biggest achievement to date (doesn't have to be work-related)?
- What's the most interesting thing about the advertising or design industry?
- What do you think is the biggest challenge in our industry?
- What would your dream job be?
- What's one thing you'd like to change about your career right now?
- What's a great piece of work you've seen recently?
- What did you want to be when you were little?
- What's your favourite meal-deal combo?
- What's the last podcast/song/book you enjoyed?
- Which celebrity would you invite to dinner and why?
- What's your go-to karaoke song?



Some of our Mommas also share their own responses with their mentee. It's a nice way to build trust.

SIX MONTH FRAMEWORK

Our suggestion is to agree a six month mentoring programme, as this gives your mentee time to get clarity on goals and work towards them. While mentoring is mentee-led, we find that it can be helpful if the mentor, as the more experienced person, may want to gently guide sessions within a flexible structure. Here's a formula for how you might structure a six month period — use it your way. Depending on how your mentee wants to work, you might want to set homework between each meeting.

1. Connection, chemistry & the big or obvious problem

This session is primarily for relationship-building and defining the purpose of mentoring.

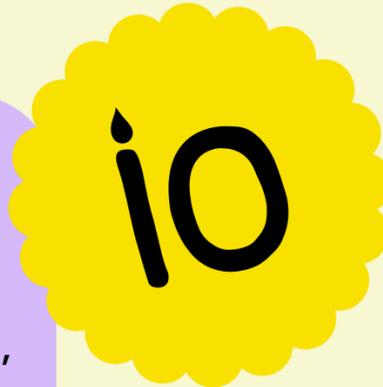
2. Setting out the vision & values

You may have touched on this in session one. Now it's time for your mentee to visualise what they want.



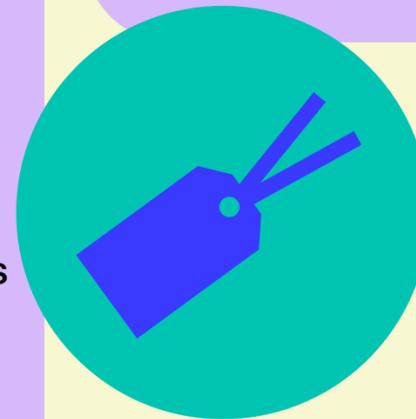
3. Roadmap & goals

With the vision locked in, support your mentee to turn ideas into clear, actionable goals.



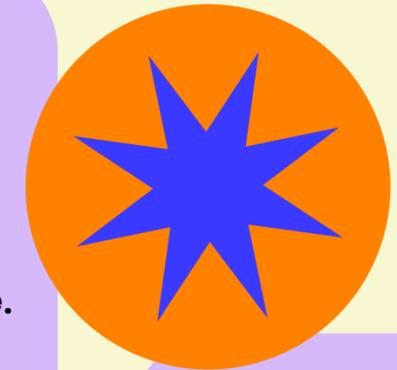
4. 'Gremlins,' obstacles & successes

Reflect on progress. Watch out for the 'u-turn' - the point in the process where a mentee's obstacles may start to crop up.



5. Key challenges & a deeper dive

Your mentee has got a little further at this stage. Help them dive deeper and really get a grasp on how far they've come and what's next.



6. Wrap-up & what's next

You've been on a big journey together. Make sure that you reflect on this, and revisit their roadmap. Transition and closure are important. You might also decide to continue your relationship.

SCHEDULING YOUR SESSIONS

Mentoring doesn't have to take up a lot of your time. It can be as simple as a 30-minute phone call. When planning how you'll offer sessions, think about what you can realistically commit to.

Video call

This is a great option if you don't live near your mentee or if you're tight on time.

In-person

Is there a lovely coffee shop in between you both, where you'll have space and privacy to talk?

Phone call

Talking on the phone is so underrated in our digitally-connected world. Every conversation counts.

SESSION STRUCTURE

You've got 60 minutes to make a difference. That can be daunting, but we've got you. Here's our tried and tested formula for a productive session with your mentee. Use it each time to create a familiar conversation framework, allowing you to concentrate on what needs to be discussed.

1. Check-in & connection

(10-15 minutes)

It's likely you'll have both jumped in from a busy day. Allow a short intro period to warm up and reconnect.

- How are you feeling today?
- What's been on your mind since we last spoke?
- What stood out from your last "homework"?

2. Define the goals for the session

(5-10 minutes)

This is the space for your mentee to share what they want to achieve in this session. Remind them to come with ideas.

- What would make today's session valuable for you?
- Which goal, idea, or challenge feels most relevant right now?

3. Deeper exploration & discussion

(20-25 minutes)

Having defined the goal for discussion, dig a little deeper with your mentee. Let them go at their own pace and listen with empathy.

- What's working well?
- What's getting in the way?
- What options or next steps could you explore?
- What's one new insight or perspective you're gaining?

4. Actions & commitments to growth

(5-10 minutes)

Having dug deeper with your guidance, support your mentee to turn their insights and realisations into tangible goals and actions.

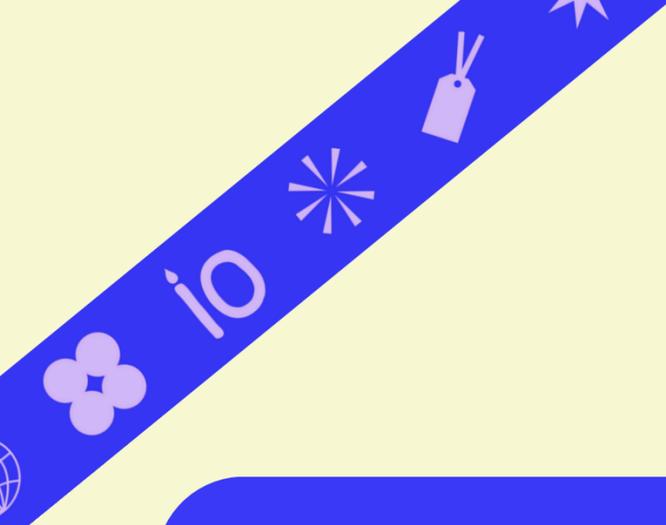
- What's one thing you'll try or explore before next time?
- Who or what can help you move forward?
- What would success look like before we next meet?

5. Summarise & Reflect

(5-10 minutes)

Wrap up your session by acknowledging the work your mentee has done, what you've heard, and invite them to confirm their next steps. Suggest "homework" between sessions if relevant.

- What's your biggest takeaway from today?
- How confident do you feel about your next steps?
- Anything you'd like to do differently in our next session?



SETTING UP FOR SUCCESS

THE MENTOR'S CHECKLIST

- Is your mentee taking the lead?** Make sure they're clear they set the agenda, and organise your sessions. You're not there to chase them.
- Are expectations clear on both sides?** Work together to agree a time span and framework for your agreement. As a guide, you may want to set a framework that'll help you work towards your mentee's goals.
- Have boundaries been actively set?** Be clear about what you will and won't do from the outset. Have a plan for any changes as, sometimes, life rears up and either party may have to cancel.
- Is your time commitment realistic?** Discuss what you can both do. Don't be afraid to revisit your arrangement each session, to ensure it's working.
- Have you agreed your meeting mode?** Virtual, face-to-face or phonecall: How will you meet? Will you be available between sessions?
- Have you been clear about how you like to stay in touch?** Do emails slip down your inbox? Do you like being nudged? And how quickly are you most likely to reply? Are any days off-limits? Let them know now.

SESSION NOTE(S)

You'll cover a lot of ground in your sessions and you may find taking notes helps you stay on track and bring the best advice. Here's a suggested worksheet to get you started. Note down what you hear from your mentee and any actions or ideas you think may be interesting to them.

What I'm hearing....

What I'm thinking (potential actions)....

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

Don't forget this should be a confidential session, so keep notes in a safe place and make sure your mentee can't be identified.

SESSION 1

Getting started, getting to know.

WELCOME TO YOUR FIRST SESSION

Here's a structure you could follow, to help you lay the foundations of what's to come.

1. Get to know your mentee.

After you've done introductions, you could discuss your answers to the three questions you sent to each other.

2. Recap what they'd like to get out of mentoring and get into the details.

This isn't about their goals. It's more about why they decided to find a mentor.

3. Be clear about any preferences you have.

Share your boundaries and expectations, and make a note of your mentee's, too.

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

Cover confidentiality, communication and a session framework. It'll help ensure open, respectful conversations from the outset.

5. Agree on your level of commitment.

How often can you catch up? Can you email or text between sessions? Put your next session in the diary.

6. End on a high note

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

MENTORING TOOLS

Here's a couple of ways you might guide conversation in session 1 or to give as homework for the next session. This is just to get you started — check out [mentoring resources](#) for more detail, and other ideas.

To encourage reflection on values, creative identity, and clarity about goals:

Visualising the ideal: They'll freewrite their **'Ideal Day'**. An easy, five-minute exercise to describe how they'd like their day to unfold, from waking up to going to bed.

To foster a sense of where they are in their journey, what feels good, and what feels 'off':

Balance check: You could check in with a **'Wheel of Life'** — ask your mentee to mark different aspects of their life out of 10, to 12 key criteria, from health, to work, to family.



HOW DID YOUR FIRST SESSION GO?

Time to reflect on how the first session went. What did you discuss? What homework did you set?

SESSION 2

Visualising success.

CHANNELLING THE VISION

You may have touched on vision in session 1. Now's the time for your mentee to crystallise what they want. To do this they may need to think about who they are, what brings them joy and what they want in the short- and long-term.

The **GROW framework** (Goal, Reality, Options, Way Forward) is a great model to help guide the conversation and help your mentee move from where they are now to where they want to be, with a pointed focus towards goals.

G
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.

R
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?

W
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.

You might also like to work with them on finding their purpose or identifying their values.

Check out our **mentoring resources** for these and more tools.

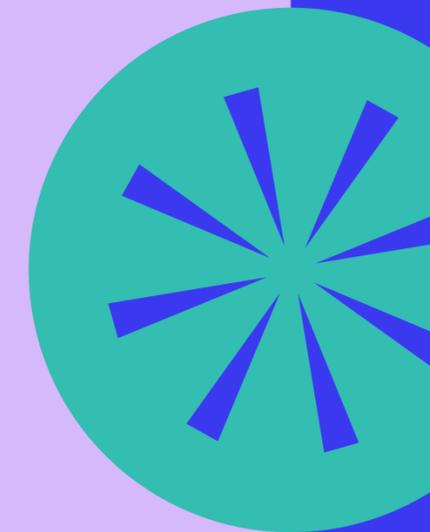
KEEP IT SOLUTION-FOCUSED



YOU'RE ON A ROLL!



Time to reflect on how the second session went. What did you discuss? What's their vision? What homework did you set?



**MENTORING HAS TAUGHT ME THAT
EVERYONE NEEDS SOMEONE TO TELL
THEM THEY'RE AMAZING.**

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

SESSION 3

Define those goals!

TURN AMBITION INTO ACTION

In the last session, your mentee visualised where they want to be (it might be worth recapping this). This session is all about creating a roadmap that helps them turn ideas into clear, actionable goals.

Make it a practical plan. Encourage SMART goals or creative variants (eg. *CLEAR* goals — **Collaborative, Limited, Emotional, Appreciable, Refinable**), depending on what works best for your mentee.

You'll hopefully have more of a sense of how they like to work — if you're not sure, always ask.

MENTORING TOOLS

Here's a couple of ways you might guide conversation in session 3 or to give as homework for the next session. This is just to get you started — check out [mentoring resources](#) for more detail, and other ideas.

To identify the people they need to hold them accountable and support them on their journey.

Personal Board: Help your mentee identify the people they have in their life, and how they support them to achieve their vision (and also those who might get in the way).

A simple visual trick is getting them to draw around their hand and choose five names to discuss.

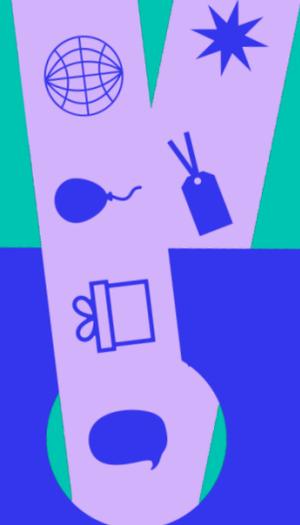
To help them get imaginative and clarify what their long-term vision is.

Vision board: Great for people who like to 'see' what they're thinking. Get them to collage words and picture clippings to explore their future vision.

Digital versions (eg. on Pinterest) can work too, or they could draw their own elements.

**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*



MAINTAINING MOMENTUM

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?

SESSION 4

Celebrating successes & overcoming obstacles.

THE GOOD AND THE 'GREMLINS'

You're now just over half way through. Your mentee has identified their vision, set goals, and will be making progress towards them — and some achievements will be more obvious than others.

Consider adding a **midpoint review** here. Pause to revisit goals, check the balance of challenge and ease, and celebrate progress.

This is the point in the process where the reality of shifting the dial can rear its head in the form of internal 'gremlins'. As a guide you can help your mentee see the difference between the 'good' discomfort of doing something hard or unusual, and 'bad' feelings of doing something not right for them.

Watch out for the 'u-turn' — your mentee attempting to back out or throwing up obstacles as they start to unlock their vision (because it's thrilling, but a bit scary too). Also be aware that it's okay to let your mentee pivot, slow down their ambition, or even totally change their mind.

The critical thing is that they need to feel they're in charge of their actions. **With your support, every 'gremlin' can be challenged, turned on its head and transformed into an affirmation for your mentee.**

As ever, we have some [tried and tested resources](#) to help you support them through this.

MENTORING TOOLS

Gremlins — those nagging voices of self-doubt — can be a real challenge in the mentoring process. They'll cause your mentee to talk themselves down, throw up barriers, and wildly procrastinate. Here's a few ways you can help.

To get to grips with their gremlin, how they turn up and how to turn negative thoughts into productive ones.

Name your Gremlin: Help your mentee turn 'gremlin' thoughts into positive affirmations. Invite them to really get to know their gremlin, how it impacts what they believe about themselves and what they do.

Then get them to give it a name and face, so they have someone to answer back to!

If the idea of gremlins gives them the 'ick', but you still want to encourage them to notice the impact of helpful and unhelpful thoughts.

Growth jam jar: Life can be busy. It can be really easy to lose track of all the good things that we're doing. So encourage your mentee to start a growth jam jar (like a swear jar, but for personal progression!). Using post-its, they'll make short notes on moments of success and perceived failure, to improve their understanding of how they deal with obstacles.

Check out the **resources section** for more ideas.

AS MUCH AS YOU CAN OFFER ADVICE, YOU ALSO HAVE TO LEAVE SPACE FOR HUMAN ERROR. EVERYONE IS ON THEIR OWN JOURNEY, AND YOU CAN'T CONTROL THAT. IN THE END, IT'S ABOUT EMBRACING THE MISTAKES AND FAILURES ALONGSIDE SUCCESSES.

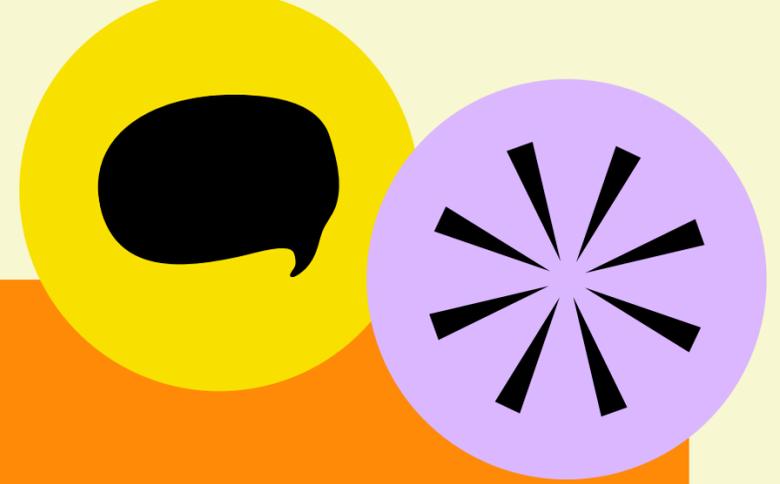
– Annabel Alice, Senior Communications Manager
& *Who's Your Momma Mentor*



How did your fourth session go? Have you hit any blockers? Does your mentee need help with an unanticipated stumbling block, or need a goals reset?

SESSION 5

Dive deeper, go further!



TWO SESSIONS LEFT. TIME TO GO DEEPER

It's the penultimate session with your mentee and you've come a long way together. Help them dive deeper and really get a grasp of how far they've come and what's next.

Keep it creative — playful even — but still practical. Use tools such as brainstorming, role-play, feedback sessions, or mapping concepts and networks, to explore any unanswered questions and notice new ones.

Our resources may help you get the most out of this session, so that both you and your mentee are primed to end your journey on a high.

MENTORING TOOLS

At this stage, you'll ideally have a sense of their vision, as well as the small- and medium-term goals that'll help them get there. Get them to commit to that roadmap. They may need support to fully lean in to what they want.

To help them see that they can dovetail all their interests, skills and passions together, for a truly successful career.

Defining Purpose: Guide them to discover or re-affirm what they believe they're here to do.

The Japanese Ikigai concept is a useful tool to draw together – what we love, what we are good at, what we can be paid for, and crucially, what the world needs.

To keep them challenging themselves to live true to their values everyday, to build a career that feels more authentic to them.

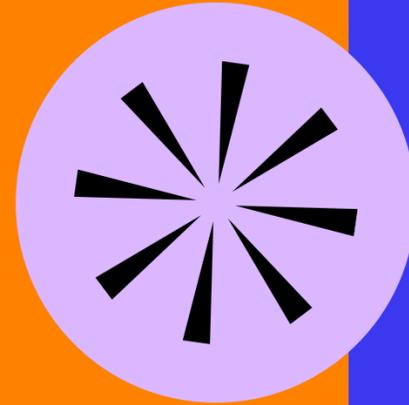
Values in Action: Encourage them to keep checking in with their values, and using them to sense check their vision and roadmap. You want them to track how they do or don't turn up in their everyday life over a period of time.

Check out the **resources section** for more ideas.

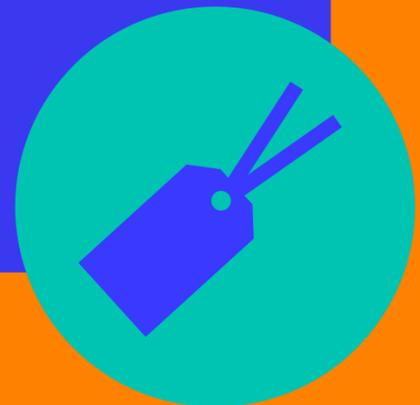
**KNOWING THAT I HAD A SMALL INFLUENCE ON
HOW SOMEONE MADE SOMETHING HAPPEN FOR
THEMSELVES FEELS EMPOWERING – FOR BOTH.**

Katja-Alissa Mueller, Head of Brand Design
& *Who's Your Momma Mentor*

PREPARE TO END ON A HIGH NOTE



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 for your mentee?



SESSION 6

Closing this chapter, opening the next...



WRAP-UP & WHAT'S NEXT

You've been on a big journey together. Make sure that you reflect on that, revisit their roadmap and celebrate their successes! Transition and closure are important, so have a point of view on what you would like to do next.

You might decide to continue your relationship. Maybe it's an agreement to be available to chat over email when needed, or maybe you both feel your mentee would benefit from more sessions. The choice is yours.

Encourage them to pay it forward: Why not ask your mentee to plan how they might offer mentorship, or document their journey to inspire others. You could even share our mentee playbook with them, as a helping hand.

MENTORING TOOLS

The tools you employ in this session should be all about reflection on growth, and ensuring they're set up for what's next. You may want to also revisit tools used in earlier sessions, eg **Balance Check**, and explore what's shifted.

To support them to take ownership of the work they have done, and the work that'll come next.

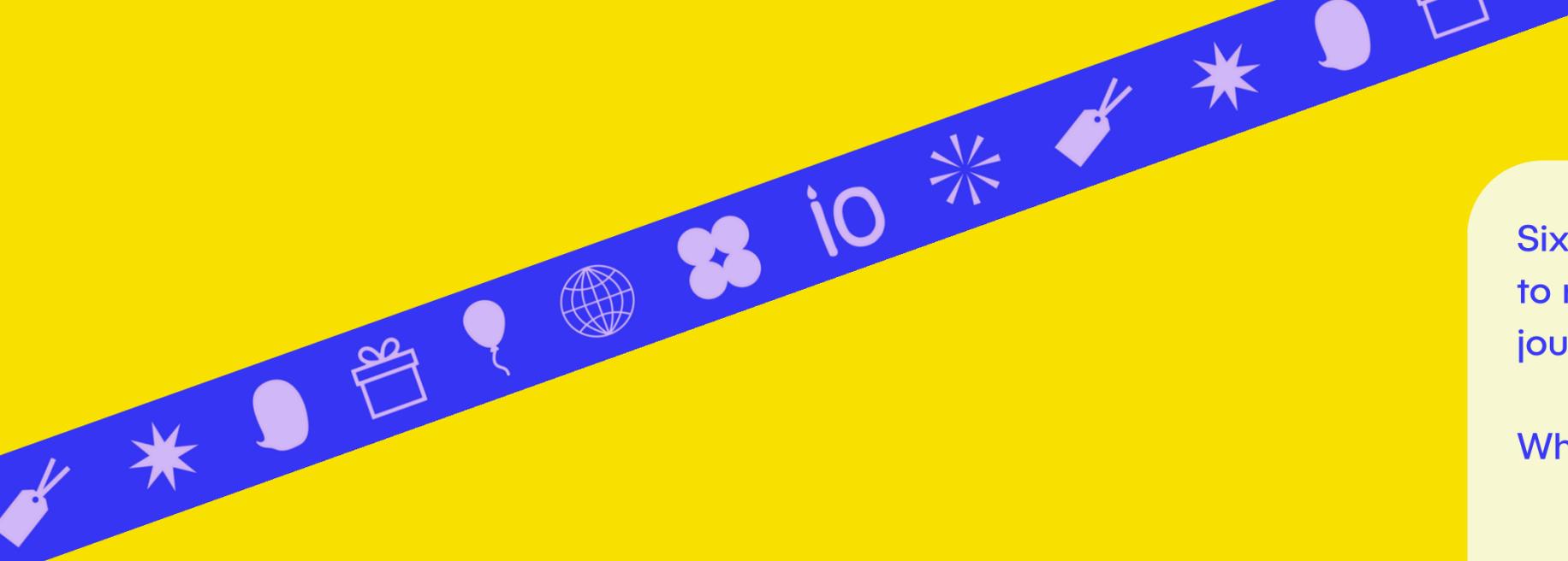
Little 'Feel' 'Do' Pledges: A specific statement of intent can help them recommit to their vision and goals. It's particularly helpful as you close any chapter in your mentoring journey, but especially towards the end when they may need to take a leap with less support.

To help them see how far they've come in six short months, and realise what they can do next.

Writing a letter can be an easy reflection tool. Get them to start by writing to themselves at the start of the mentoring process. Describing how far they've travelled may help them see the potential for what's next. To cement that realisation, get them to write to themselves in a year's time.

**THE BIGGEST IMPACT FOR ME HAS BEEN
KNOWING THAT OUR MENTEES
WILL GO ON TO SUPPORT OTHERS
AND TOGETHER WE'VE BUILT A STRONGER,
MORE SUPPORTIVE COMMUNITY.**

Katie Leeman, Creative Director
& *Who's Your Momma Mentor*



REFLECT & WRAP-UP



Six whole months of mentoring — **that's incredible!** Now it's time to reflect on how you've found it, so you can build on your own journey as a mentor, and be even better for your next mentee.

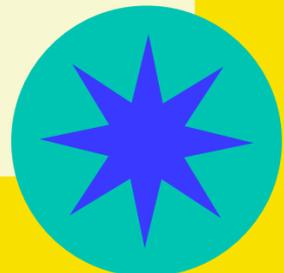
What did you enjoy the most?

What did you find challenging?

What surprised you?

What would you do differently next time?

What did you learn?





MENTORING RESOURCES

Tried and tested tools* to help you support your mentee's journey,
gathered from our 100+ Who's Your Momma mentors.

*These open-source resources have been crowdsourced from She Says Who's Your Momma mentors and adapted for this playbook.

Use them as you see fit.

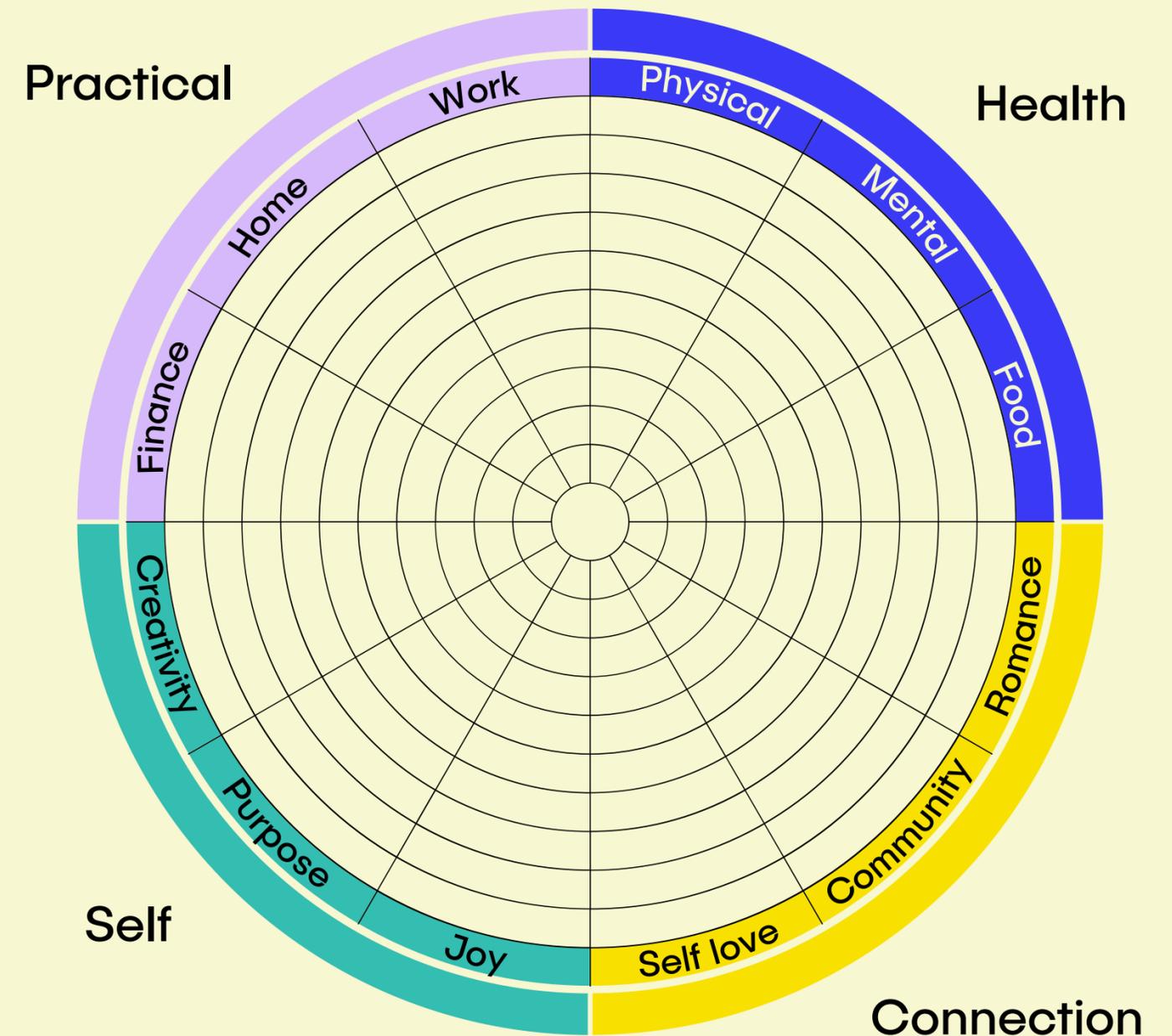
BALANCE CHECK: WHEEL OF LIFE

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 they might come to life in tangible ways in their everyday.

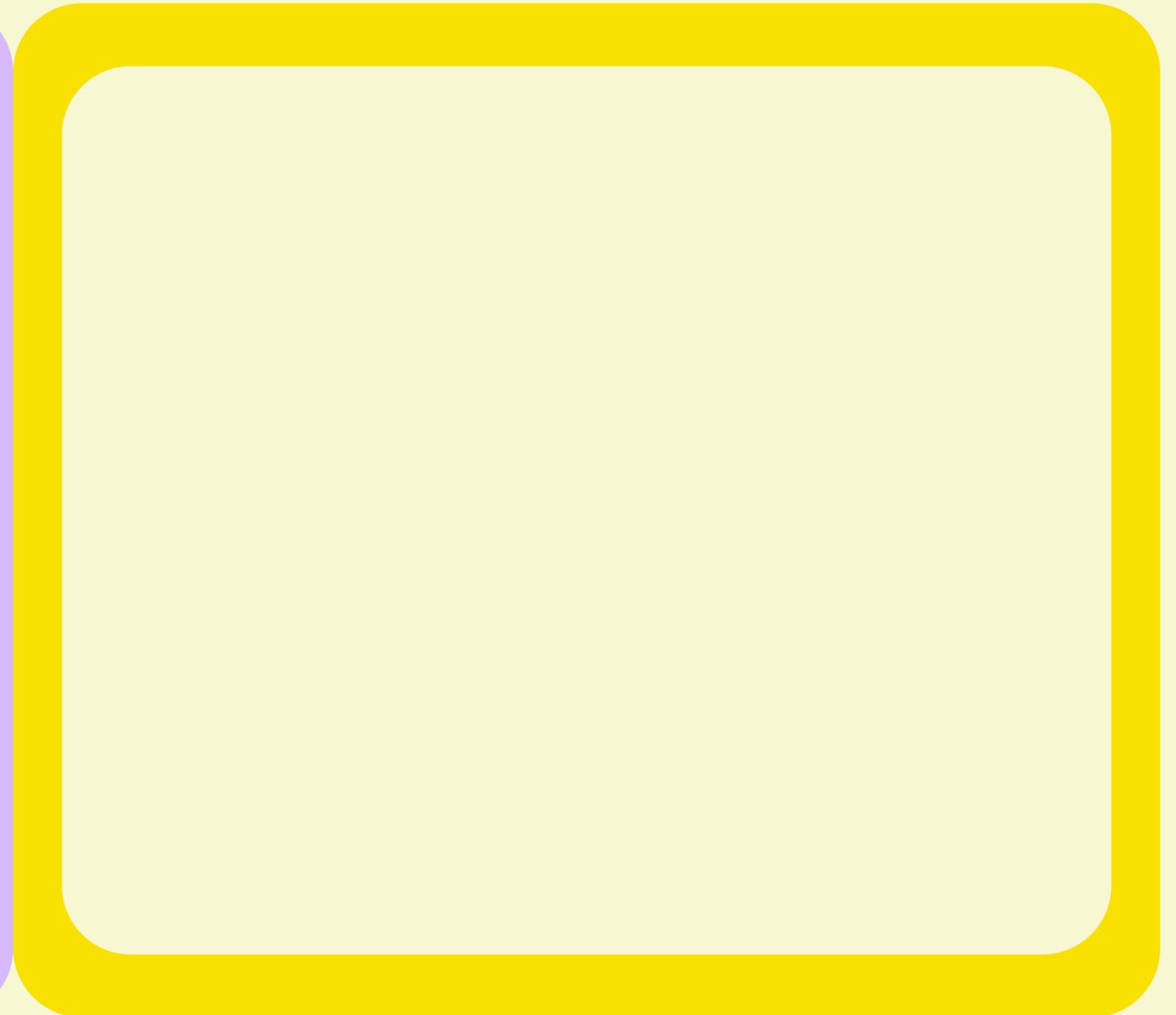
An easy, five-minute exercise to describe how you'd like to set up your day, from waking up to going to bed.

- 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 their 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, then 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 of living true to your 'reason for being'. One distillation is that we should aim to do what we love, what we are 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 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	

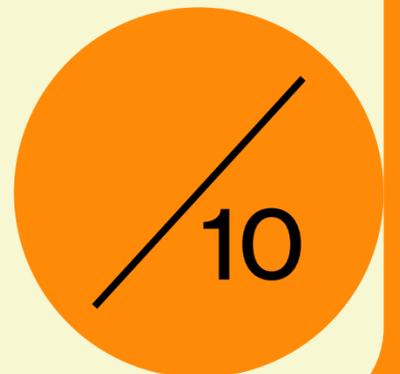
VALUES IN ACTION

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.

- Write down your top 7-10 values, eg. 'Collaboration'.
- Note the moments you feel that you are bringing that value to life: *Did you have a productive teamwork day? What worked about it?*
- 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 put my values into action:



CHANELLING 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.

G 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.

R 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?

W 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?

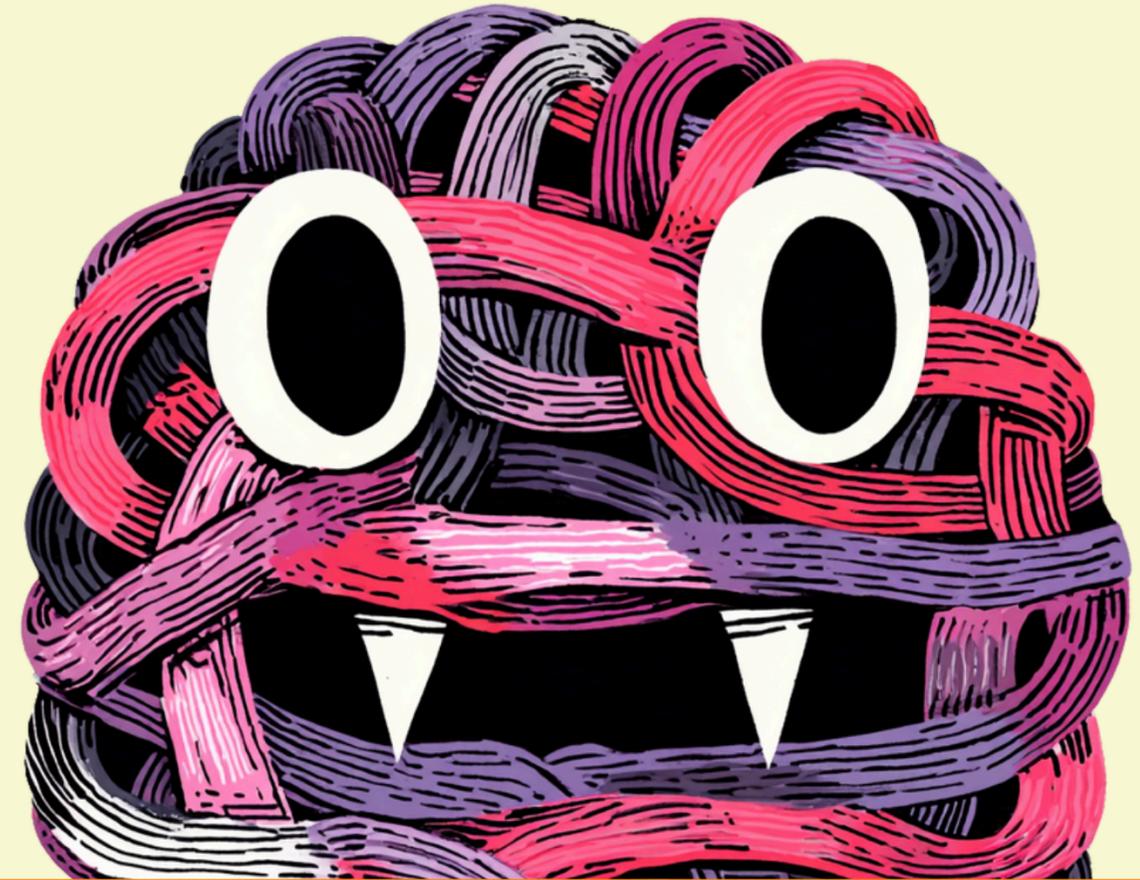
- Create a stakeholder map and list the people or networks that could support your journey.
- For each, think of a time they've helped you unlock an opportunity - what did they do that was so powerful?
- What did you like about how they went about it, and could it serve you now?
- Draw round your hand 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 AI 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 [Taming Your Gremlin: A Surprisingly Simple Method for Getting Out of Your Own Way](#) by Rick Carson

GROWTH JAM JAR

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 you respond (use a different colour post-it note).

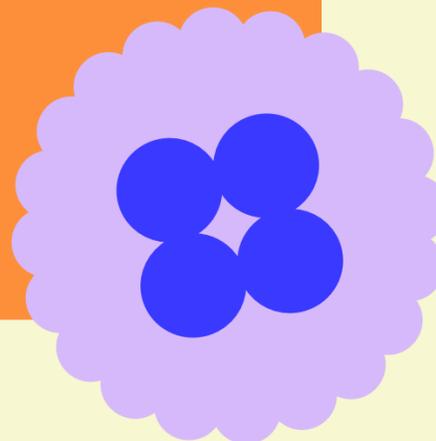
After a couple of weeks, take them out, review and reflect:

- 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?

LITTLE 'FEEL', 'DO' PLEDGES

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?

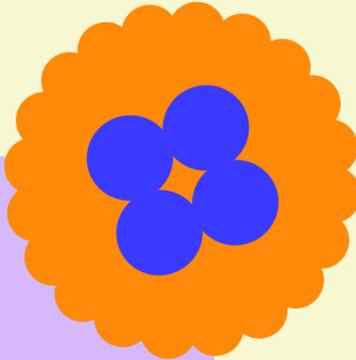


**“SEEING MY MENTEES’ IMPROVEMENT IN
SELF-REFLECTION AND THEIR REALISATION
THAT THEY HAVE THE ANSWERS AND
TOOLKIT INSIDE THEMSELVES IS THE MOST
REWARDING PART OF MENTORING.”**

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



& FINALLY... PASS IT ON!



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

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

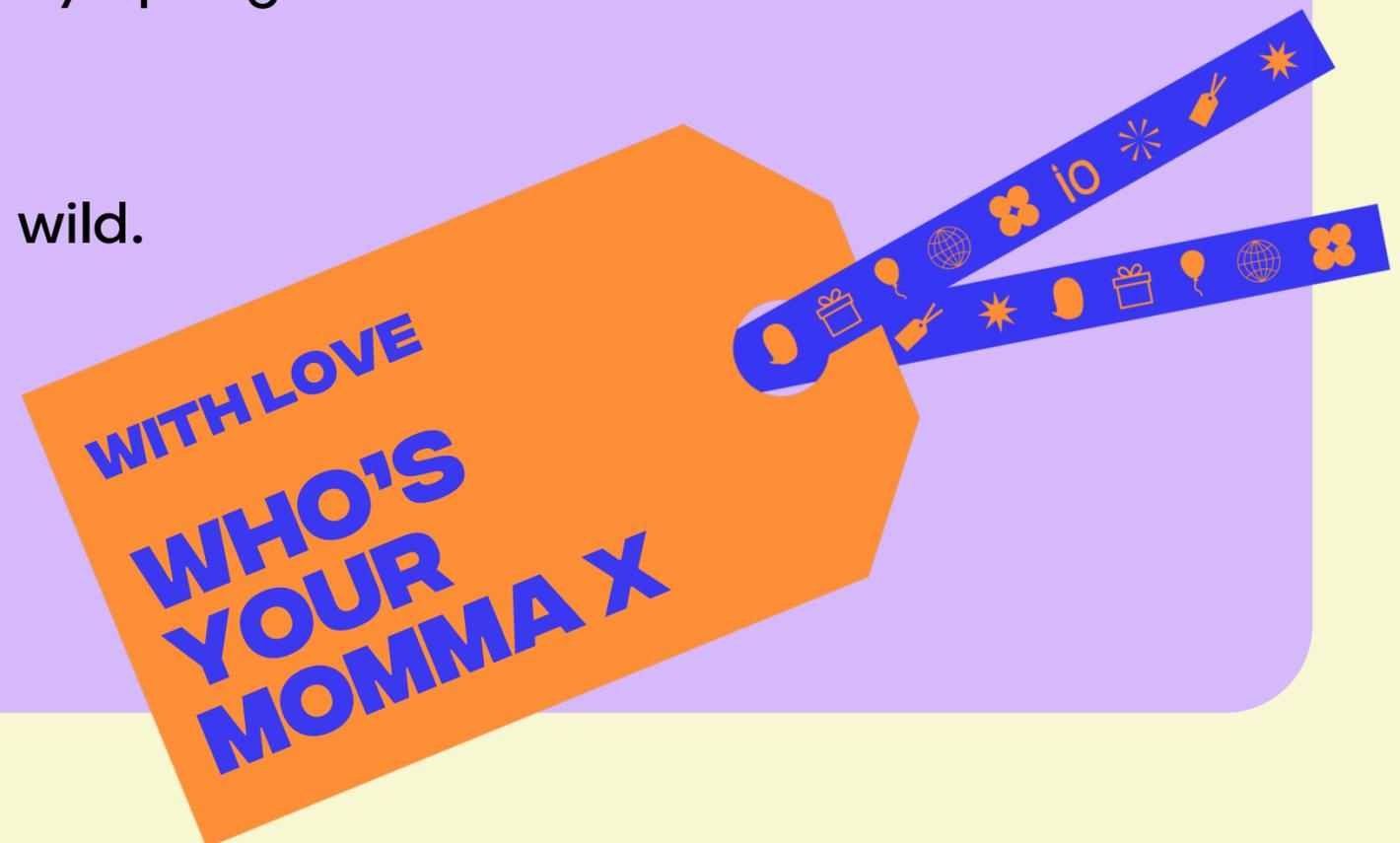
So pass the gift of mentoring on – and let's lift our industry up together.

Share your journey! Tag us on social.

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

[@wymmln](#)

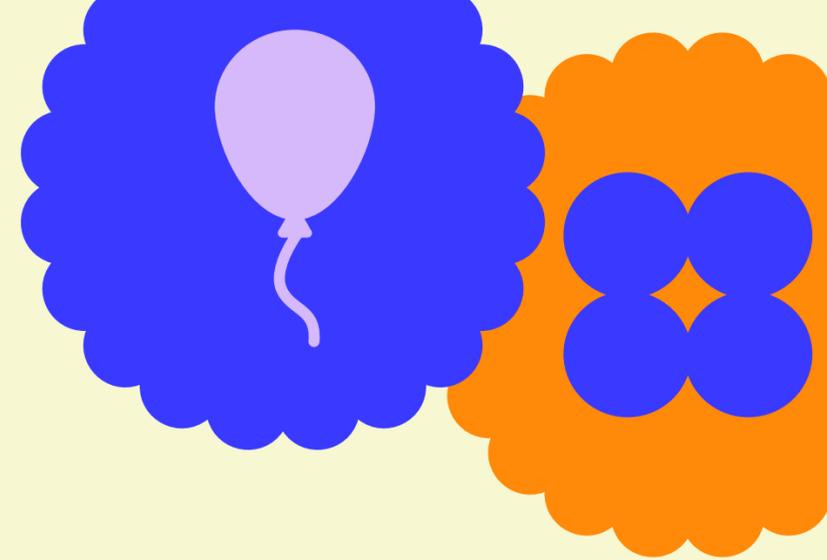
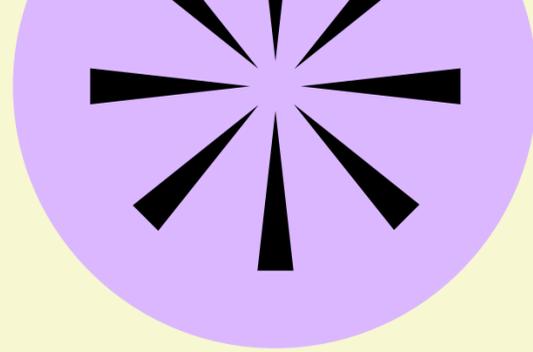
[LinkedIn](#)



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**GIFT YOUR TIME,
CHANGE FUTURES.**

