

## YEP Mentee Workbook:

- 1) HPA Mentoring Agreement Form
- 2) Setting Goals | Planning for the Future
- 3) Personal Strength Assessment
- 4) Goal Setting
- 5) Personal Branding Assessment
- 6) Work Life Balance Assessment
- 7) Develop a Plan of Action

# HPA Mentoring Agreement Form

We are entering into a voluntary mentoring relationship. This is not a formal contract or a binding legal agreement, but it is a way for us to document and outline our mutual expectations commitments and goals to define success for a rewarding and meaningful mentorship experience.

1. The mentoring relationship will last \_\_\_\_\_.
2. We will maintain communication throughout the agreed upon mentorship period by meeting via email, phone, skype/google talk/facetime and in person when possible. The first meeting will be held on or about \_\_\_\_\_. Future meeting times, once agreed, should not be cancelled unless unavoidable. At the end of each meeting, it is the responsibility of the mentee to coordinate a mutually acceptable time for the following meeting.
3. We will spend a minimum of \_\_\_\_\_ hours per month in communication.
4. The mentee identifies that his/her career aspiration is:
5. The mentee's objectives for the mentorship are:
  - a)
  - b)
  - c)
6. We agree that the role of the mentor is to:
7. We agree that the role of the mentee is to:

# HPA Mentoring Agreement Form

- 8. We agree to keep the content of our conversations confidential
- 9. We agree to be respectful of one another's time constraints and transportation restrictions.
- 10. The mentee assumes full responsibility for driving the relationship and contacting the mentor or meetings and phone calls.
- 11. We agree to focus on career and leadership development and avoid sharing proprietary information.
- 12. The mentor agrees to be honest and provide constructive feedback to the mentee. The mentee agrees to be open to the feedback.

**MENTOR:**

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Mentor's name:

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Mentor's signature: Date:

**MENTEE:**

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Mentee's name:

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Mentee's signature: Date:

# Setting Goals | Planning for the Future

The opportunity sweet spot describes the meeting place where the things you love to do, the skills you have mastered and the knowledge you have gained come together. The intersection where your natural talent meets your passion and skill set provides the launch pad for a career plan by which you may effectively monetize your passion. Here are the seven steps to building that plan.

## 1) IDENTIFY YOUR NATURAL TALENTS

Personal development can impact all areas of your life, so take control of the choices you make.

- Determine your strengths
- Define the areas you need to develop
- Identify your natural talents
  - What are the things you do well effortlessly?
  - What comes naturally to you?
  - What do you do with great ease?

## 2) SKILLS AUDIT

Take time to run a self-audit on your achievements and career ideals. Are your goals realistic challenges? Identify what you need to do to achieve them. Identify explicit skills for a specific job and identify transferrable job skills.

## 3) WORK BACKWARD

Set your career goal for 12 months from now. Work backward to define the action steps you need to take.

- What tasks do you need to accomplish to achieve the short-term career goal?
- What are the immediate action steps?

Set a long-term career goal of three years.

- Where do you want to be in three years?
- What tasks do you need to accomplish to achieve the long-term career goal?
- What are the action steps you need to take over the next three years?

## 4) ACTION PLAN

Write your action plan for your short-term and long-term career goals. Be clear and realistic about your objectives. View this as a road map.

## 5) BUILD YOUR PERSONAL BRAND

You need to become a visible talent and creative resource. Based on your skills, natural talents, and passion, define your own personal value proposition. What unique combination do you bring to an organization and professional environment? Explore how you can help yourself by helping others achieve their objectives.

Look at your responsibilities and those of your peers. Volunteer for additional assignments.

- What are the challenges of your boss?
- What are the challenges of your peers?

Start networking. Attend conferences and seminars, especially within HPA and SMPTE. Ensure you sell your value proposition. Do your homework and arm yourself with examples of how your experience and skills match an organization's specific needs.

#### **6) BUILD AN INSPIRING AND OBJECTIVE SUPPORT TEAM**

Determine who among your colleagues, family, friends, mentors and instructors will provide you with the motivation and the objective criticism to keep you on task with your action plan. Know your limitations and leverage the strengths of your support team to help you to mitigate against the limitations.

#### **7) FEEDBACK AND EVALUATION**

Be open to comment, remain objective and always be flexible. Take time to regularly reflect on the success of your career plan to establish what is relevant and timely, what has been achieved, what clear goal remains and what has become muddled and needs redesign.



Stengths cont.	Challenges cont.

Identify ways you can grow and enhance your strengths both within and outside your organization.

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Identify strategies to spotlight your strengths.

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Identify strategies to mitigate against and manage your challenges.

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# Goal Setting

The key to goal setting is aligning career aspirations with the immediate tasks at hand. If the list of tasks becomes too lengthy, reassess the feasibility of the goal set.

Define **two short-term goals** (12 months or less.) Determine action steps needed to achieve:

1. \_\_\_\_\_  
\_\_\_\_\_

a) \_\_\_\_\_  
\_\_\_\_\_

b) \_\_\_\_\_  
\_\_\_\_\_

c) \_\_\_\_\_  
\_\_\_\_\_

d) \_\_\_\_\_  
\_\_\_\_\_

e) \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

a) \_\_\_\_\_  
\_\_\_\_\_

b) \_\_\_\_\_  
\_\_\_\_\_

c) \_\_\_\_\_  
\_\_\_\_\_

d) \_\_\_\_\_  
\_\_\_\_\_

e) \_\_\_\_\_  
\_\_\_\_\_



Define **two long-term goals** (3 – 5 years.) Determine action steps needed to achieve the goals:

1. \_\_\_\_\_

\_\_\_\_\_

a) \_\_\_\_\_

\_\_\_\_\_

b) \_\_\_\_\_

\_\_\_\_\_

c) \_\_\_\_\_

\_\_\_\_\_

d) \_\_\_\_\_

\_\_\_\_\_

e) \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

a) \_\_\_\_\_

\_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

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d) \_\_\_\_\_

e) \_\_\_\_\_

\_\_\_\_\_

# Personal Branding Assessment

## SELF-ANALYSIS AND REFLECTION

The key to developing your personal/professional image (i.e. personal brand) is to maintain authenticity while striking a balance between humility and confidence.

What is your personal brand today?

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Describe your personal brand story.

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What descriptive words do you use to characterize yourself?

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What makes you distinctive?

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What words do your colleagues use to characterize you? What would they say are your greatest strengths?

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When you leave a networking event, what do you believe people say about you? What impression do you leave?

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What aspects of your personal /professional image do you need to develop? How do you maintain your authenticity?

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If your colleagues were to write your epitaph, what would it say?

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## CURRENT EXPOSURE STRATEGY

How did you evolve your brand to where it is now?

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What is your personal style? Your dress?

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What does your social media landscape look like? What is your persona online?

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How do you communicate through email?

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What is your creative identity in the industry?

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What does your voicemail message convey?

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What words do you want to describe you?

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How does your brand need to evolve or transform?

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What if anything is getting in your way?

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**CONDUCT AN INVENTORY OF YOUR CIRCLE OF INFLUENCE**

Explore your personal network inventory. How are you able to grow your relationship with a mentor or a colleague within your company or in another company?

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What opportunities can you access or what professional networks might you explore?

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How You Use Social Networks to Expand Your Professional Career

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Investigate your online reputation. Are you on social networks? Which ones?

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What does your domain or blog say about you?

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What kind of information do you post?

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What persona do you assume?

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How do you use social networks to expand your professional career?

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Identify professional contacts you can reach out to and ways to activate your relationship.

Professional Contacts	Activation Strategy

Investigate networking opportunities to increase your exposure.

Event/Organization/Meeting	Activation Strategy

Identify conferences, organization or events where you can speak, contribute or participate.

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Recommendations for penetrating professional networks

- Post often, engage with your network, recommend colleagues and join professional groups
- Create an online visual resume, blog and website
- Create Google alerts for key industry people and send notes to them when they appear
- Promote your awards and work
- Work at maintaining a mentoring relationship
- Examine new ways to build stronger relationships with your contacts.



Brainstorm complimentary/alternative recommendations.

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# Work Life Balance Assessment

If a picture is worth a thousand words, paint in 50 words or less the idea of what work-life balance looks like to you.

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If you love what you do and do what you love but you continue to struggle with work-life balance, what needs to change?

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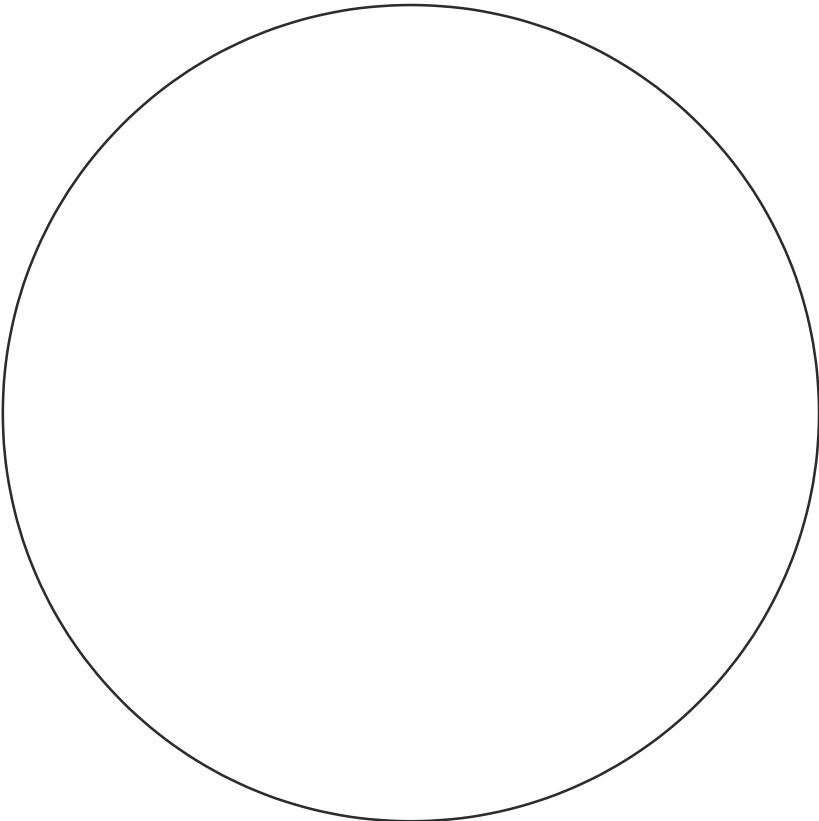
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Slice up your life pie and assess the percentage of time spent with each category.



- Family
- Hobbies/Leisure
- Health/Fitness
- Creative expression
- Education
- Travel
- Work
- Other: \_\_\_\_\_

Looking at this chart, where do you see areas where you may shift and achieve better balance?

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Where do you see space in the chart for more or less?

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Where is the point of intersection between your career ambitions versus your life balance? Do they line up? *(E.g. You want to move to an executive position. That may entail a more aggressive work schedule. How can you continue to build your career in ways that allow you to maintain the home life you have developed?)*

Who can you reach out for support?

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How do you determine a change in priorities?

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# Develop a Plan of Action

Determine action steps needed to achieve goals

## THREE MONTH GOAL

Objective: \_\_\_\_\_

Action Steps:	Deadline Date

## SIX MONTH GOAL

Objective: \_\_\_\_\_

Action Steps:	Deadline Date

## TWELVE MONTH GOAL

Objective: \_\_\_\_\_

Action Steps:	Deadline Date

Questions?

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