



Mentoring: Program Orientation

June 13, 2012

Delaware Valley UxPA

Welcome & Background

- **Program Origins**
 - Move U(x)PA to program-based (vs. event-based) group; focus on quality one-to-one interactions.
 - Field evolving, currently difficult to find mid-level professionals in the numbers needed.
 - Consistently asked about mid-level professionals.
 - Planning started a little over a year ago, with a committee effort in January 2012



Appreciation

- **Volunteer Mentorship Committee**
 - **Ben Levin** (mentor)
Strategist, Experience Design at NTT DATA Americas
 - **Jacqueline Caddle** (mentee)
User Experience Designer
 - **Dorothy M. Danforth**
President at DV UxPA & Principal at Danforth Media Inc.
- **Thanks to our host, Empathy Lab!**
 - **Jonathan Lupo**, Co-founder & SVP Experience Design
 - **Jon Ashley**, VP User Experience



... both mentors!

Agenda

- **Introductions (Inaugural Members!)**
- **Mentorship Program**
- **Success Factors**
- **Communication Game**
- **Goals Setting & Schedules**
- **Wrap-Up**



Introductions

- **Tell us about yourself...**
 - What is your name,
 - current title or role,
 - mentor/mentee,
 - who you will be working with
 - and... **what animal best describes you *today* and why? ☺**



Mentorship Program

Mentorship Program

The Delaware Valley UxPA Mentorship program is dedicated to supporting members' professional development by providing a forum for experienced practitioners to provide leadership, guidance and feedback to other professionals looking to improve their skills.

- Assist in building and fostering high-value mentoring relationships
- Goal oriented and individualized attention (vs self-select matches)
- Ongoing match support



Mentorship Program

- **Program Goals & Structure**
 - Goal of 5 mentor/mentee matches year one
 - Semi-structured program: goal-oriented mentorship, orientation event, check-ins and clear “end date”
 - One year duration. After which, participants can choose to continue or move on and learn from someone else
 - Minimums: Matched meet monthly and meet face-to face, in person quarterly



Mentorship Program

- **Inaugural Members...**
 - 7 matches based on 18 interviews out of 23 total program respondents (9 mentees, 14 mentors)
 - **Mentees:**
 - UX Practitioner Looking to Advance (4)
 - Experience in Other Field would like to transition (2)
 - Some UX Experience, Want to Establish (1)
 - Student or Recent Graduate (0)
 - Lateral UX Career Move (0)



Mentorship Program

- **Year one members will help define the future of the program**
 - We want your input, ideas, and suggestions
 - Program will be what you put into it. We will support you in making this a rewarding experience.



Success Factors

Mentorship Stories

*“A mentor is someone who sees more **talent and ability in you than you see in yourself and helps bring it out in you.**”*

-Bob Proctor, Author and Speaker



Mentorship Program

- **Your Mentor Stories....**

- Who has had a mentor?
- Who has been a mentor?

What do you think makes for a **great** mentoring relationship?

...general?

...mentors?

...mentees?



Program Tips

Being a great mentor (and a great mentee) starts with listening.

- Listening is **the** key component of a mentor-mentee relationship.
- But it's not just mentors that need to listen: mentees need to listen to mentors to make sure their advice is relevant and applicable for what they're building.

Advice is cheap to give but expensive to use.



Program Tips

Being a good mentor or mentee isn't about giving great answers, but asking great questions

- Good decisions come from good questions. Ask questions about a mentor's background to understand the rationale behind their advice.
- Challenge mentors on their advice the same way they challenge your ideas.
- And as a mentor, be aware of what you know and what you don't know, and develop an awareness about your biases.



Program Tips

Assume responsibility for your advice, and your actions or decisions.

- As a mentor, work to understand your mentees individual situation and rationale behind goals.
- While ensuring confidentiality, reach out for advice and information on how to support your mentee.
- Provide your mentee with a map to make decisions. You can help give them a structured approach to answering their own questions.
- As a mentee, be **proactive** in reaching the goals you have set. Don't expect your mentor to do for you, they're there to help guide your decisions.



Communication Game

Communication Game

Which UX-er Am I?

- **UX Roles**

- Everyone gets a UX Title – But don't look.
- Mingle in group, introduce yourselves
- Ask **one** “yes” or “no” question per person before moving on to next person...
 - E.g. Do I create wireframes?
 - E.g. Do I deal with clients?

No Hints!!!

- **So... What is your UX title?**



Communication Game

- **UX Roles, Debrief**
 - What was challenging about this activity?
 - What did you notice about the kinds of questions you or others asked?
 - Did anyone say anything that made it click for you?
 - Were some interactions more useful than others? Why?

[Intermission]

Goal Setting & Scheduling

Goal Setting

Goal Driven Mentoring Relationship

- Mentorships with clear goal setting are more successful than ones without clear goals
- Clarifying and articulating learning goals is indispensable to the success of a mentoring relationship.
- Most mentees come with a general idea about what they want to learn. That idea becomes the starting point for a mentor's assistance in the goal-setting process.
- Goals must be the mentees but are best when guided by the mentor



Goal Setting

Long term goals (LTGs) are achieved in short term steps

- Begin with the end in mind
- Example long term goals?
 - Get a full time UX role
 - Promotion to Dream job
 - Ambitious income range



Community Mentoring for Adolescent Development 77
Baylor University

Goal Setting

SMART Goals?

a commonly used mnemonic used to set and evaluate objectives.

Sometimes SMART-ER

- Evaluate
- Re-evaluate



Goal Setting

Goal Setting Activity

- Break into mentorship groups
- Clarify and articulate the mentee's long term goal (LTG) using the SMART criteria
- Break the LTG into short term goal steps
- 10 min mark, schedule 1st meeting with agenda

- Agenda tips
 - 1st 15 min review/updating goals

WORKSHEET



Thank you.