

# **Mentoring: Program Orientation**

June 13, 2012

# 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? ©



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



#### 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



#### Inaugural Members...

o 7 matches based on 18 interviews out of 23 total program respondents (9 mentees, 14 mentors)

#### o 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)



- 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



- 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**

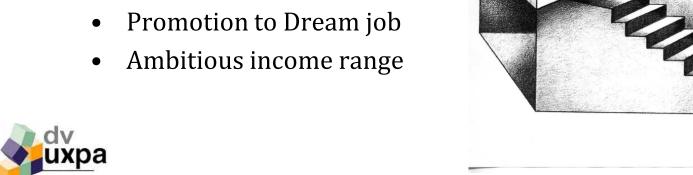
#### **Goal Driven Mentoring Relationship**

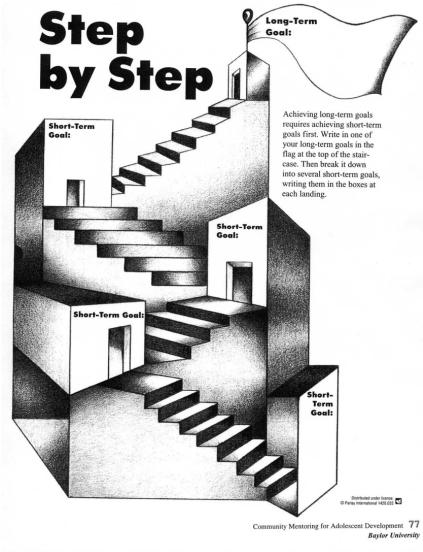
- Mentorships with clear goal setting are more successful than ones without clear goals
- Clarifying and articulating learning goals is indispensable to the success of a mentoring relationship.
- Most mentees come with a general idea about what they want to learn. That idea becomes the starting point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



#### 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





#### **SMART Goals?**

a commonly used mnemonic used to set and evaluate objectives.

#### **Sometimes SMART-ER**

- Evaluate
- **R**e-evaluate





#### **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 1<sup>st</sup> meeting with agenda
- Agenda tips
  - 1st 15 min review/updating goals

#### WORKSHEET



Thank you.