

# SMPS Arizona

## Mentor Profile Form

**Due Date: Wednesday, November 23, 2011**

### **Mission of the SMPS Arizona Mentoring Program:**

The SMPS Arizona Mentoring Program provides opportunities for both mentors and protégés to increase their levels of professional and technical marketing skills based on one-on-one relationships where information is exchanged and experiences are shared. The program encourages individual career development and personal growth, and enhances confidence levels.

### **Eligibility requirements for Mentor:**

- Must have a minimum of 5 years marketing /business development experience within the A/E/C industry.
- Must be able to attend all group meetings and meet with protégé one-on-one every month for one hour.
- Asked to lead discussion on chosen marketing/BD topic a minimum of once throughout the 2012 program.

### **Eligibility requirements for Protégé:**

- \$100 payment due annual fee for 2012 Mentoring Group meetings - covering all lunches and materials. SMPS will invoice all accepted applicants for this amount, payment is NOT required with this application.
- Must be able to attend all group meetings and meet with mentor one-on-one once a month for one hour.

Please complete the questions below and email back to [srichardson@sletteninc.com](mailto:srichardson@sletteninc.com) no later than **Wednesday, November 30, 2011**.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Are you an SMPS member? Y/N                      SMPS#: \_\_\_\_\_                      Years of Membership: \_\_\_\_\_

CPSM: Yes or No (please circle one)

Number of years in the industry: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please answer the following questions. This information will help potential mentors and protégés match their interests and needs to your expertise.

**1. Check all positions that you have held in the industry during your career.**

- Business Development Manager / Director
- Client or Account Manager / Sales Representative or Manager
- Communications Director / Specialist
- Graphics Specialist
- Marketing Consultant / Specialist to A/E/C/ firms
- Marketing Assistant / Coordinator
- Marketing Manager / Director
- Marketing Research Specialist
- Principal / Vice President / President / Senior Management
- Proposal Manager
- Technical position (Licensed)
- Other (please specify) \_\_\_\_\_

**2. Check all disciplines in which you have been employed at or have consulted during your career.**

- A/E or E/A (Full-service)
- Architecture / Planning / Interior Design
- A-V /Acoustical
- Construction - General or Specialty
- Construction Management / Facilities Management
- Design-Build
- Engineering - Civil / Sanitary
- Engineering - Environmental / Biological

- Engineering - Geotechnical / Geological
- Engineering - Mechanical / Electrical / Plumbing
- Engineering - Structural
- Engineering - Transportation
- Fire Protection / Security
- Interior Design
- Landscape Architecture
- Public Relations / Community Outreach
- Surveying
- Other (list) \_\_\_\_\_

**3. Have you ever been a mentor?**

- a. Yes **If yes, within which organization?** \_\_\_\_\_
- b. No

**4. Have you ever been a protégé?**

- a. Yes **If yes, within which organization?** \_\_\_\_\_
- b. No

**5. What are the top four benefits you hope to get from participating in a mentoring program?**

- Increase my confidence in my job
- Increase my level of skills
- Increase my ability to set priorities
- Increase my credibility within my department/firm
- Increase my credibility outside my firm
- To better communicate with clients and colleagues
- To get guidance, feedback, alternatives to consider, have a sounding board for ideas
- To get coaching/training/education/resources
- To get support and encouragement
- To feel less isolated
- Provide coaching / training/ education / resources
- Be a sounding board by listening to a protégé's concerns and issues

- Provide support / encouragement
- Other (please list) \_\_\_\_\_

**6. Check all of the areas within the industry that are you are interested in working with as a mentor or protégé (please rank the Top 5):**

- Business development and lead cultivation \_\_\_\_\_
- Career path \_\_\_\_\_
- Company culture \_\_\_\_\_
- Client retention \_\_\_\_\_
- Proposal development \_\_\_\_\_
- Financial management \_\_\_\_\_
- Graphic design \_\_\_\_\_
- Information technology \_\_\_\_\_
- Leadership and facilitation \_\_\_\_\_
- Marketing communications \_\_\_\_\_
- Marketing management \_\_\_\_\_
- Marketing research \_\_\_\_\_
- Strategic planning \_\_\_\_\_
- Networking and association involvement \_\_\_\_\_
- Other (please identify) \_\_\_\_\_

**7. What are the three most important things to you in working with a mentor or protégé?**

- Area of marketing experience
- Experience in a particular discipline (architecture, engineering, construction, etc.)
- Number of years of experience
- Credentials in marketing or A/E/C industry
- Positions previously held in industry
- Experience in the same size firm
- Located in geographical proximity
- Not located in geographical proximity
- Want a mentor/protégé who will meet with me personally
- Want a mentor/protégé of the same gender
- Other (please identify) \_\_\_\_\_



**8. Please check your preferred method(s) of communication. (check all that apply and provide the contact information)**

- Electronic
- In person
- Telephone

**9. In the space below, please provide any pertinent biographical information that may be of interest.**

**10. Please indicate the area in which you feel you are best qualified to provide mentorship to a protégé (be specific).**

**11. What type of personality would you be best matched with?**

**Please list below any people you would like to be paired with, please note this list does not guarantee you will be paired with these individuals, but they will be contacted on your behalf.**

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

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

3. \_\_\_\_\_

4. \_\_\_\_\_

**12. Do you have a preferred time to meet for the Mentoring Program?**

- Prior to Work—7:30 am
- During Work
- During Work—Lunch
- After Work—4pm and after

**13. Can you commit to one meeting per month with your Mentor/Protégé? Y/N**

Signature of Agreement: I have read the requirements above and agree to the Mentoring Program terms. I also verify that all of the information provided above is accurate.

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Application Deadline: November 30, 2011. Please email to: [srichardson@sletteninc.com](mailto:srichardson@sletteninc.com)