

Fill Your Garden

Mentorship & making lasting connections

A large, solid dark blue shape that starts from the bottom left corner and extends diagonally upwards towards the right, filling the bottom half of the slide.

Kelly Davis, APR

Kelly is the founder and principal of Davis Public Relations and Marketing, an independent consulting practice in Columbia, South Carolina that provides strategic communications planning, brand development, issues management and grassroots advocacy. She has been a PR consultant for 13 years.

Prior to starting her firm, she spent a decade in the nonprofit, corporate and government sectors. This fall, she begins a new position as a Public Relations Instructor at the University of South Carolina. She is currently the president of the South Carolina Chapter of PRSA; the national professional adviser to PRSSA; and a member of the PRSA Counselors Academy. She served on the PRSA National Board of Directors in 2013-14. Kelly is a graduate of Furman University, and she received her master's degree from the University of South Carolina.



Lori Marble, APR, Fellow PRSA

Lori Marble serves as the Director for Strategic Innovation at Mercy Hospital Joplin. Previously she served as a Transformation Agent for Mercy Health System's 10-person Noah's Ark project, crafting communication platforms for future transformation efforts. Before entering health care, Marble held public relations positions in higher education, government, and as an independent practitioner.

Marble was inducted into the College of Fellows in 2015 and currently serves as mentoring co-chair. She earned her Accreditation in Public Relations in 2008 and has served in leadership roles in the Southwest Missouri PRSA chapter.

Marble holds a Bachelor of Science in journalism and public relations from Oklahoma State University and a Master's of Liberal Studies from the University of Oklahoma.



Share what you're learning

Kelly - @davispr

Lori - @LoriMarble

PRSA New Pros Section - @PRSANewPros

Don't forget to use #NewProsWeek & #NPPRSA to engage with the week's events and share your own stories and insights.

Questions we'll answer today

- What is mentorship & how can it help further your career?
- What makes a good mentor or mentee & how can I be one?
- Why are lasting relationships important to your career?
- How can I best connect with professional contacts & build lasting, mutually beneficial relationships?

POLL: What aspect(s)
of making
professional
connections have you
struggled with?

- A. Identifying potential connections
- B. Connecting & networking with new people
- C. Building the relationship
- D. Maintaining the relationship

What is mentorship?

- Mentorship is:
 - Teaching
 - Providing help and advice to a less experienced practitioner
 - Shares experiences and perception
 - Celebrating successes
 - Empathizing with the inevitable 'bump in the road'
 - A two-way relationship

Mentorship is NOT always a formal relationship

How can mentorship help further your career?

A mentor can:

- Offer career guidance at each stage and transition.
- Help you expand your network
 - Particularly outside your immediate circle
- Provide honest feedback and constructive criticism
- Provide an outside view of the situation
- Foster the improvement of soft skills and help identify other areas of personal and professional improvement that will advance your career.

How can I become a mentor or mentee?

- Take advantage of PRSA's mentoring opportunities
 - Mentor Match
 - Find-A-Mentor
- Seek out mentoring sessions held during ICON 2017
- Explore opportunities through your alma mater's alumni networks to be both a mentor and a mentee

Anyone, at any experience level, can be both a mentor and mentee.

What makes a good mentor or mentee?

- Mentors should be:
 - Good listeners
 - Problem solvers
 - Comfortable offering advice and guidance
- Mentees should:
 - Know what type of personality they learn best from
 - Be prepared to do the work to act on a mentor's advice
- Both should:
 - Make a commitment to the mentorship - take it seriously and respect each other's time

Why is building relationships important to your career?

- Good communication is building a rapport
- Connections who know you and know your strengths can help identify new opportunities
- A handful of connections who know you well > 800 connections who only know you by name

How can I best connect with other professionals?

- Join a professional interest section
- Say “hello!” - reach out to professionals you're inspired by, even if only to chat
- Ask questions
- Participate in online chats & engage with other pros content & work
- Make a face-to-face connection every chance you can
- Get involved in your PRSA chapter
- Join a mentorship program or meetup
 - Mentor Match
 - Alumni organizations
 - ICON mentoring sessions

How do I nurture mutually beneficial relationships?

- Set expectations
- Identify your mentor's preferred means of communications and make sure they know yours
- Keep in touch
- Give as much as you get - relationships flourish with two-way communications and support
- Have an attitude of gratitude for the relationship
- Continually cultivate your relationships

Want to chat more?

Tweet us your questions, comments and concerns - or just to say hi!

- Kelly - @davispr
- Lori - @LoriMarble
- PRSA New Pros - @PRSANewPros

Resources mentioned:

- Mentor Match:
https://apps.prsa.org/mentor_match/
- PRSA Professional Interest Sections:
<https://www.prsa.org/about/about-prsa/our-communities/professional-interest-sections/>
- ICON mentor sessions:
<http://apps.prsa.org/network/Communities/CollegeOfFellows/Mentoring/InternationalConference/index.html>

Bonus:

Thanks for attending today's webinar!

As a bonus for attendees, we've made downloadable guides to help you make the most out of today's webinar.

Please visit prnewpros.prsa.org/about/mentorship (Password: NewProsWeek17) to download these bonuses.