# 2018 PWN MILAN Mentoring Program



**ON**



*Milan – March 2018*

# 2018 REVERSE MENTORING – THE CONCEPT

*What is Reverse Mentoring*?

- A **sharing** of competences among Millennials and experienced women (>35Y);

- a **path** to boost the digital know-how;

- a **journey** where different states of mindset meet, talk, improve;

- a **lab** where to challenge ourselves and improve.



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# 2018 REVERSE MENTORING –
# THE MENTEE TARGET

*The ideal mentee*:

- is > 35 years old;

- has **one or more social media accounts** that she uses with private or professional purposes;

- is **committed** in creating own self-marketing strategy online and offline, taking part in all the 5 labs;

- wants to **share** her experience and **learn** from the sharing with others and through the exercises during and between the labs.

**The results will depend only on your commitment!**



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# 2018 REVERSE MENTORING GROUP – AGENDA & LOGISTICS
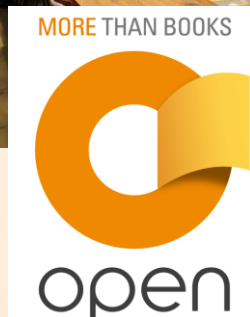
**WHEN**

From 7.00 PM to 9.00 PM on:
**5th of June**
**26th of June**
**18th of September**
**16th of October**
**13th of November**

**WHERE**

OPEN More Than Books
http://www.openmilano.com
Viale Monte Nero, 6 – Milan
MM3 – Porta Romana

**LANGUAGE**
Labs will be held in **Italian**

**CONTRIBUTION**
for the location: **100€**
*(to be paid in advance at the kick-off)*

Each mentee must bring **her own laptop or tablet**
*(wi-fi available)*

MORE THAN BOOKS
open

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# 2018 REVERSE MENTORING GROUP – THE PURPOSE

What is the goal of Reverse Mentoring's second edition?

*Millennial Mentors will **share their knowledge about the social media world** and the **personal branding universe** in order to give mentees the keys to **design customized self-marketing strategy**, adding value to their job career.*

Main topics:
- It's all about **plan and strategy** – starting from ourselves
- Discovering the **potential of web** and social networks as instruments to tell mentees' stories
- The power of **networking** – from virtual to real and vice versa

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# 2018 REVERSE MENTORING GROUP – THE TEAM
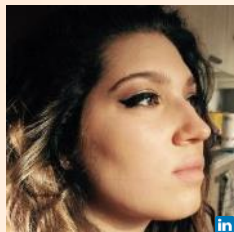


**Valentina Finotti**

*Web reputation is the key on our communication strategy.*

**Anna Stellari**
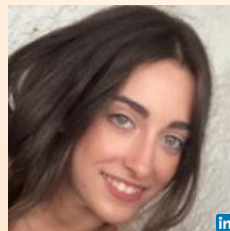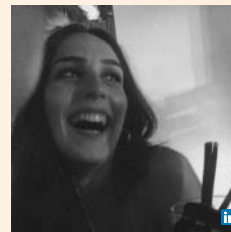
*If you want to do better, be mindful of who you are.*



**Simona Toni**

*The importance of having a strategy and specific skills.*
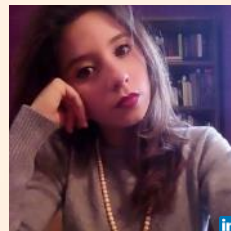




**Federica Ricciardi**

*Starting by ourselves: learn to know you and then communicate at best who you are.*

**Francesca Parma**

*Self - awareness in exposure on the web.*

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# 2018 REVERSE MENTORING GROUP – THE JOURNEY

*Kick off, pre-work & self-assessment*

Self-marketing, mirroring – are we aware? How much?

*Web reputation & self - awareness*

Starting by ourselves: learn to know you and then communicate at best who you are

How to build and manage your professional image

Be Mindful of who you are, and express yourself in more skillful way

*Final self-assessment*

**Every appointment will be a lab, where each mentee will work with the young mentors' support on personal strategy, will share own experiences with the others and take the challenge**

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# 2018 REVERSE MENTORING GROUP – PREWORK & SELF ASSESSMENT

In preparation of the 1st lab, each mentee will make a **prework** in order to self-assess:

- **Competencies** on the web world: hard skills and soft skills
- **Knowledge** on keywords of LABS' contents

A **final self-assessment** will allow each mentee to define and understand the personal benefits and achievements from Reverse Mentoring Group experience

# 2018 REVERSE MENTORING GROUP – 1st LAB'S CONTENTS

**Self-marketing, mirroring – are we aware? How much?**
*on June 5th, 2018*

Main topics:

- Self-perception and etero-perception: How much can we control what others think about us?
- To expose or not expose yourself - Why and How?
- Value awareness of the web: What does it means web awareness?
- Why to create our own Self-Marketing & Communication strategy? Exercise: «Your own purpose».
- Facebook, "how to": tips and tools

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# 2018 REVERSE MENTORING GROUP –
# 2nd LAB'S CONTENTS

**Web reputation & self-awareness**
*on **June 26th, 2018***

Main topics:

- Why it is so important for your professional life & network
- Twitter, "how to": using and live twitting
- Google don't forget you: be aware of what you share
- Do & Don't: how to behave on social network
- How to give feedback
- Exercise: try to give a feedback online



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# 2018 REVERSE MENTORING GROUP – 3rd LAB'S CONTENTS

**Starting by ourselves:  learn to know you and then communicate at best who you are**
*on **September 18th, 2018***

Main topics:

- Online personality starts from what we tell about us
- Being distinctive and original: how to do it?
- Exercise: self analysis
- Telling who you are and what you do: speak up for yourself!
- Exercise: a few minutes to make a strong impression
- *Vi*deo-story, "how to": live on Facebook, Instagram stories and tutorial on YouTube



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# 2018 REVERSE MENTORING GROUP – 4th LAB'S CONTENTS

**How to build and manage your professional image**
*on **October 16th, 2018***

Main topics:

- Going beyond the classical CV
- A CV 4.0 - Digital Smartness Competence for professional image and professional network
- Different online selves: how to manage them
- The Professional Unique Value Proposition: keyword
- LinkedIn: how to use it

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# 2018 REVERSE MENTORING GROUP –
# 5th LAB'S CONTENTS

**Be Mindful of who you are, and express yourself in more skillful way**
*on* **November 13th, 2018**

Main topics:

- The myth of multitasking
- Exercise of Mindful Meditation
- Why 'to do' list don't work and how we can do that: be better and plan your content creation strategy
- Change your Mindset, exercise: practice gratitude
- How to express yourself: online/offline
- Scheduling programme: how to schedule posts on different platforms - focus on Facebook



**FINAL Self Assessment**, aimed to understand mentee's benefits & improvement

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# Let's start our journey, enjoy it!

*Application Form* **to be selected as mentee**
**will be available ON LINE** *from 22 to 30 of March*

# www.pwnmilan.net

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