

2019 PWN MILAN Mentoring Program



ON



PWN | MILAN
PROFESSIONAL WOMEN'S NETWORK

PWN Milan 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.



PWN Milan 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!



PWN Milan REVERSE MENTORING – AGENDA & LOGISTICS



WHEN

From 7.00 PM to 9.00 PM on:

11th of June

25th of June

10th of September

08th of October

05th of November

WHERE

Milan Downtown Area – TBD
near Metro Station

LANGUAGE

Labs will be held in **Italian**

Each mentee must bring **her own laptop or tablet**

PWN Milan REVERSE MENTORING – THE PURPOSE

What is the goal of Reverse Mentoring's Program ?

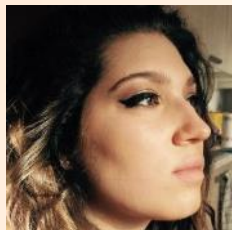
*Millennial Mentors will **share their knowledge about the social media world** and the **personal branding universe** in order to give mentees the keys to **design customized self-marketing strategy**, adding value to their job career.*

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



PWN Milan REVERSE MENTORING – THE TEAM



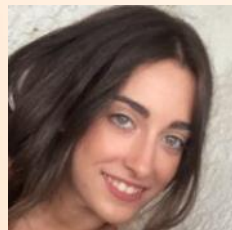
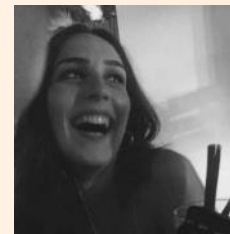
Valentina Finotti

Web reputation is the key on our communication strategy.



Anna Stellari

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



Federica Ricciardi

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



Simona Toni

The importance of having a strategy and specific skills.



PWN Milan REVERSE MENTORING – THE JOURNEY



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

PWN Milan REVERSE MENTORING – PREWORK & SELF ASSESSMENT

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

- **Competences** 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



PWN Milan REVERSE MENTORING – 1st LAB'S CONTENTS

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

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



PWN Milan REVERSE MENTORING – 2nd LAB'S CONTENTS

Web reputation & self-awareness

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



PWN Milan REVERSE MENTORING – 3rd LAB'S CONTENTS

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

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
- Video-story, “how to”: live on Facebook, Instagram stories and tutorial on YouTube



PWN Milan REVERSE MENTORING – 4th LAB'S CONTENTS

How to build and manage your professional image

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



PWN Milan REVERSE MENTORING – 5th LAB'S CONTENTS

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

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



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

PWN | MILAN
PROFESSIONAL WOMEN'S NETWORK



www.pwnmilan.net

[mentoring@pwnmilan.net](https://twitter.com/mentoring@pwnmilan.net)

