

2017 PWN MILAN Mentoring Program



ON



Milan – March 31, 2017



PWN | MILAN
PROFESSIONAL WOMEN'S NETWORK

2017 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



2017 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!



2017 REVERSE MENTORING GROUP – AGENDA & LOGISTICS



WHEN

From 7PM to 9PM on:

- **13th of June**
- **4th of July**
- **12th of September**
- **10th of October**
- **14th of November**

WHERE

OPEN

<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)

2017 REVERSE MENTORING GROUP – THE PURPOSE

What is the goal of Reverse Mentoring's first 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



2017 REVERSE MENTORING GROUP – THE TEAM



Valentina Finotti



Stories are key to tell who we are and what we do



Anna Stellari



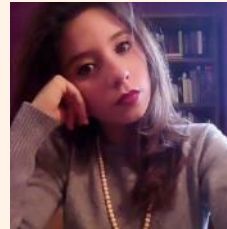
Expose yourself or not expose?



Simona Toni



The importance of having a strategy



Francesca Parma



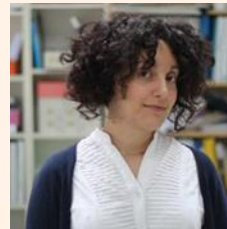
Value awareness of the web



Federica Ricciardi



Starting by ourselves



Valentina Paternoster



I bet on the power of personal stories

2017 REVERSE MENTORING GROUP – PREWORK & SELF ASSESSMENT

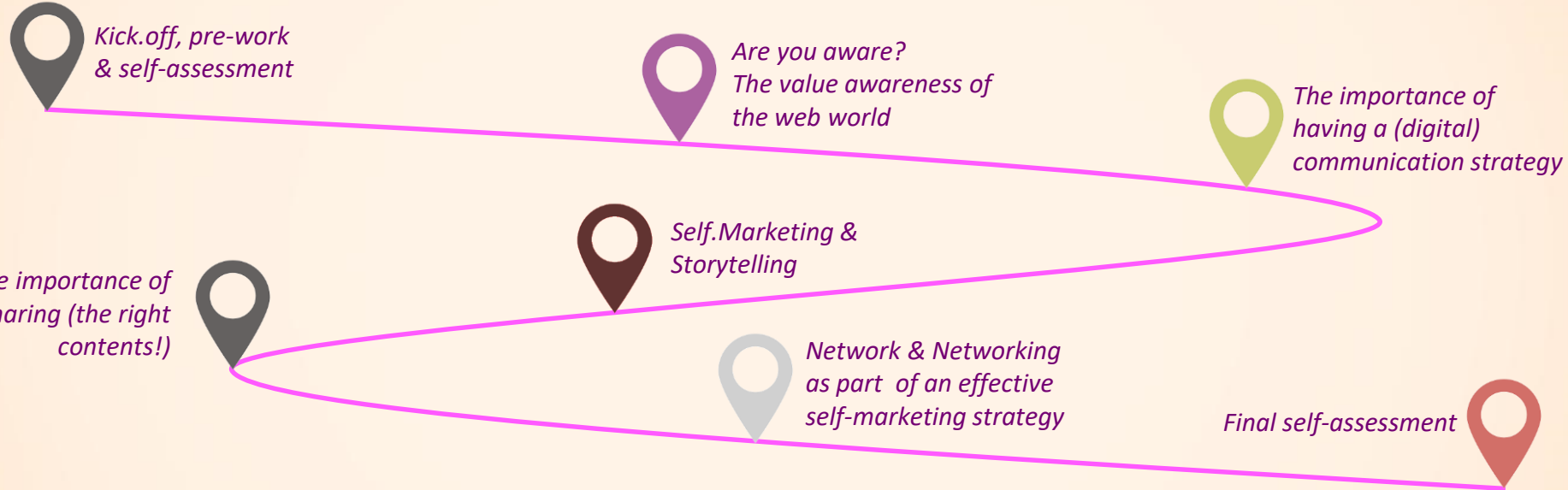
In preparation of the 1st lab, each mentee will make a **prework** in order to self-assess:

- **Competencies** on the web world
- **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



2017 REVERSE MENTORING GROUP – 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

2017 REVERSE MENTORING GROUP – 1st LAB'S CONTENTS

Self-marketing, opening – are we aware? How much?
on June 13th, 2017

Main topics:

- To expose or not expose yourself - positive and negative sides
- Value awareness of the web
- Why to create our own Self-Marketing & Communication strategy?
- Exercise: «Your own purpose»
- Web tips: Facebook



2017 REVERSE MENTORING GROUP – 2nd LAB'S CONTENTS

Self-marketing – telling of own strategies, starting by ourselves
on July 4th, 2017

Main topics:

- The difference between real and virtual - it is good to talk, and let online and offline interact
- The importance of having a (digital) communication strategy
- Exercise: self-analysis and own career journey
- Web tips: LinkedIn, web monitoring tools



2017 REVERSE MENTORING GROUP – 3rd LAB'S CONTENTS

Self-marketing and storytelling

on *September 12th, 2017*

Main topics:

- Going beyond the classical CV
- Stories are key to tell who we are and what we do - successful stories and worst cases
- The Unique Value Proposition: how to get to the UVP?
- Exercise: Construction of mentee's UVP, keywords
- Web tips: blogs world



2017 REVERSE MENTORING GROUP – 4th LAB'S CONTENTS

Yes, I share – to who, where and when?

on October 10th, 2017

Main topics:

- Targeting the audience – The persona profiles
- Web as an instrument – «what, when and why» to use it & with which purposes
- Social networks as part of the self-marketing strategy
- Exercise: the personal journey as instrument to create a sustainable strategy
- Web tips: Twitter



2017 REVERSE MENTORING GROUP – 5th LAB'S CONTENTS

Network & Networking *on November 14th, 2017*

Main topics:

- Mentee's network map: within and outside the company, in the real and virtual world
- How to create opportunities to extend the network
- How social networks can enhance our networking actions
- LinkedIn for business: tips&tool



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

*«We cannot all succeed when half of us
are held back»*

Malala Yousafzai

**Let's start our journey,
enjoy it!**

***Application Form to be selected as mentee
will be on line from 03 to 14 of April***

**www.pwa-milan.org
professional@pwa-milan.org**