



PWN MILAN

2020 Mentoring Program – Reverse Mentoring



ON

personal
BRANDING

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:

16th of June

07th of July

15th of September

13th of October

10th of November

WHERE

TBC

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



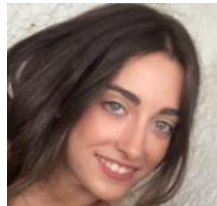
Beatrice Mioccio

*Learn
everyday to
listen to
yourself and
to others*



Martina Gioia

*Don't forget
to start your
day with a
smile, life's
too short to
be unhappy*



Federica Ricciardi

*Learn
to be aware
of yourself
and then
communicate
at best who
you are.*



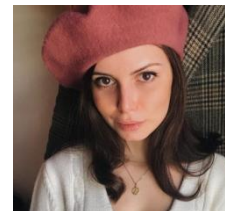
Anna Stellari

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



Simona Toni

*Be Digital,
be Smart.
Learn the
rules, live
the
dream.*



Martina Vallone

*Become
more of
who we
already
are.*

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
- 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
- Twitter, "how to": using and live twitting



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

Emotional intelligence: how it can improve your everyday life

Main topics:

- A new tool: Emotional intelligence
- 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”: tips and tools



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



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YouTube

