



## Growing together – AMA mentoring scheme information pack

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Please read this information pack before applying to take part in the mentoring scheme.



# 1. About the mentoring

Mentoring is a reciprocal relationship where mentor and mentee grow and develop together in a safe and empathetic environment.

The word 'mentor' has become synonymous with *trusted adviser, friend, teacher* and *wise person*.

**Mentors and mentees usually meet up once every two months for between one and two hours.**

As a participant on the AMA mentoring scheme, you may also use email and telephone to communicate in between face-to-face meetings. It is up to you to agree a contact programme that is mutually beneficial.

The mentee would usually be expected to travel to meet the mentor.

**The average length of a productive mentoring relationship is around eighteen months.**

But you can continue your mentoring relationship beyond this if you want to.

As with all relationships, most mentoring relationships will be a success, but if it does not make the course, then we will help those participants to understand why, and if possible, re-match them.

The AMA's mentoring scheme began in April 2000 after many AMA members had requested such a scheme.

**Bea Udeh**  
Programme Producer  
Arts Marketing Association



Following qualitative research, the AMA set up a pilot, funded by Arts Council England, the Arts Council of Wales and the Scottish Arts Council.

We have found that there is a direct link between trained participants and successful mentoring relationships and devote considerable resources to the training of mentors and mentees.

**For this reason, you can join the scheme and be matched with a mentor or mentee after participating in the online training session.**

Bea has worked in the arts and cultural sector for 18 years. Her areas of expertise include audience development, cultural diversity and creativity.

As a consultant, Bea's clients have included Arts Council England, BBC East Midlands, Bolsover Arts, Derby Theatre and Adverse Camber. Before this, she managed a European Regional Development Fund (ERDF) project at New Art Exchange. She was also Creative Producer at Nottingham Playhouse for 11 years.

Her current role at the AMA includes delivering the AMA Mentoring Scheme, and leading on the Audience Diversity Academy.

## 2. Information for mentors

*'Now I am a mentor, I can understand why people were so generous with their time to me, because there's no better feeling than having a mentee...the feeling of satisfaction, I really couldn't describe to you.'*

Being a mentor is a challenging, stimulating and hugely rewarding experience.

Mentoring can boost your self-development in a number of ways:

- Develop coaching and counselling skills that are transferable to your personal and professional life
- Discover new perspectives on your own work and management style and an external viewpoint on key issues and challenges in the sector

- Engage in stimulating discussions and gain insights into other art forms and organisations
- Give back to the sector and help shape its future

As a mentor, you will have a genuine interest in helping others develop and get a great satisfaction out of sharing your own learning and experiences.

**If you would like to be a mentor, you should have at least five years' professional work experience.**

You will receive training and on-going support. Why not give it a go?



Some myths about being a mentor ...

**Myth 1: Only someone as wise and knowledgeable as Merlin can be a mentor.**

Research has shown that just about anyone can be a mentor.

As a mentor, it's not necessarily about having all the information at your fingertips so that you can give the correct answer to any query your mentee might have. In fact, part of being a mentor is about prompting your mentee to find out the answers to their own questions.

The training day that all mentees and mentors undertake before participating in the scheme will give you the chance to brush up on mentoring techniques you probably already use in your job without realising it.

Also, we aim to pair mentees with mentors who have five — fifteen years more professional experience, so the chances of mentors being in a situation where they are completely lost for a response are very few, and of course we're always on hand for advice and other information.

### 3. Information for mentees



**Myth 2: Mentors need to have loads of spare time to devote to their mentee.**

There is a time commitment, but generally it's a small one, perhaps a 90-minute face-to-face meeting once every eight weeks or so. Emails and an occasional telephone call in between meetings can also be useful.

Mentors and mentees are encouraged to lay the ground rules for their relationship at the beginning so that the regular meetings can be scheduled to a mutually beneficial timescale, and lines of communication are used that are convenient with both parties.

**Myth 3: Mentors do not get anything from being in a mentoring relationship.**

Mentoring contributes to the professional development of both parties.

Mentees in the AMA scheme have benefited from the support and guidance offered by their mentors, and mentors have commented on how much the skills they use and practice with their mentees have improved their relationships with colleagues.

Everyone's a winner.

*'I genuinely feel that I've gained a lot more confidence in doing my job as a result of this mentoring relationship. It's brilliant having someone to talk to about any issues and difficulties at work and I really enjoy the sessions.'*

**Having a mentor will empower you to realise your potential through sharing experiences and getting one-to-one professional guidance.**

Your mentor will use their knowledge and experience to support you in developing your skills as an arts and cultural professional, identifying goals, opportunities to learn and your own solutions to overcome issues at work.

Mentors can be a source of useful contacts, and provide you with advice that will be invaluable to your career in the arts,

cultural and heritage sector.

Having a mentor isn't about having someone telling you the answers and giving instructions: think of it instead as bespoke, long-term professional development, where you identify your needs and your mentor helps you meet them.

**We aim to find a mentor for any participating mentee — wherever you live, and whatever your job.**

## 4. Mentoring training



All prospective mentors and mentees attend an online training session in order to participate in the scheme.

This session focuses on giving you the skills to get the most out of your mentoring relationship.

**You must be a member to take part in the training and AMA mentoring scheme.**

To join as a member, or for more information on membership, contact [membership@a-m-a.co.uk](mailto:membership@a-m-a.co.uk) or go to [www.a-m-a.co.uk/membership](http://www.a-m-a.co.uk/membership)

After the online training session, you will be matched with a suitable mentor/mentee within a short travelling distance. If we cannot identify a suitable mentor/mentee at first, we will endeavour to match you in the next round.

The mentoring itself will take place face-to-face wherever possible.

**Please see [a-m-a.co.uk/mentoring](http://a-m-a.co.uk/mentoring) for details on the next online mentoring training session.**



To participate in the online training, you need:

- a headset - headphones with an integrated microphone plugged into your computer
- a working computer with an internet connection speed of 2 Mbps or more. You can test your bandwidth speed at [www.speedtest.net](http://www.speedtest.net),
- a webcam (this is not essential to participate, but will enhance your experience)
- a compatible computer operating system and web browser. Click on [www.webex.com/lp/jointest](http://www.webex.com/lp/jointest) to check your compatibility.

You will receive detailed instructions on how to access and use the online training environment on booking.

## 5. Matching mentors and mentees



Following participation in the training session you will be asked to complete an online matching survey.

The aim of this process is to pair up a mentee with a mentor who can help the mentee fulfil their development objectives.

Both the mentor and mentee have an input into this process.

The relationship only starts if both the mentor and mentee are happy for it to do so.

We aim to pair up everyone who commits to participate in the mentoring programme.

However, previous schemes have shown that it's better not to pair somebody up than to match them inappropriately.

**'My mentor is a perfect match for my aims and career aspirations and the sessions are very helpful.'**

**Sabine Kohler, Audience and Insight Manager, Tate**

## 6. Re-matching and re-training



### Re-matching

If as a mentee you have already enjoyed a successful mentoring relationship but are interested in being re-matched in a new mentoring relationship, then you can apply to be re-matched.

There is a one-off administration cost of **£50+VAT** for this service.

### Re-training

If you have already taken part in a previous AMA mentoring scheme as a mentee, you need to attend a training day before becoming a mentor.

You may be able to take advantage of a reduced rate to attend the training day.

Please contact Matt for further information:  
[matt@a-m-a.co.uk](mailto:matt@a-m-a.co.uk)  
01223 578078

## 7. Costs

**The cost to attend the mentoring training session is £110 + VAT for both mentors and mentees.**

In addition, once mentees are matched they will be charged a one-off administration fee of £50 + VAT.

The administration fee will only be charged when a suitable match is found.

Both mentors and mentees should be current AMA members for the duration of the scheme.

## 8. Evaluation and on-going support



The AMA mentoring scheme has two main objectives:

**1) To provide and maintain an effective mentoring scheme for AMA members**

**2) To identify further relevant learning opportunities for AMA members**

In order to achieve these objectives, each mentoring relationship is monitored, and evaluated at the following key points:

—1 month from initial matching (e-mail contact from the AMA)

—6 months from initial

matching – participants are requested to complete an online evaluation survey

— End of scheme surveys are sent after 12 months

**Training materials**

All the materials provided during the online training session are available as pdfs and will be sent to you after the training.

## 9. Contact points at the AMA



Please get in touch with Matt if you have any questions about the scheme, or would like to be added to the advance notification list for the next round of training:

**Matt Ecclestone**

[matt@a-m-a.co.uk](mailto:matt@a-m-a.co.uk)

Marketing and Membership Officer

01223 578 078

You can also contact [Bea](#) at any point during your involvement in the scheme to discuss any issues – she would be very happy to help.

[www.a-m-a.co.uk](http://www.a-m-a.co.uk)  
+44 (0)1223 578078

[info@ama.co.uk](mailto:info@ama.co.uk)

AMA

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## 10. Book your place



To book your place, download and fill in the application form on our website or email [matt@a-m-a.co.uk](mailto:matt@a-m-a.co.uk) to request a form. Make sure you read the terms and conditions before returning the completed form.

Please note that places on the training session are limited. Bookings will be taken on a first-come, first- served basis.