

Dietitians in Business and Communications
a dietetic practice group of the
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Making the Most of a Mentoring Relationship

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Webinar Housekeeping

- ▶ You are muted
 - ▶ Write questions in the chat box (and specify speaker)
 - ▶ Hold questions to the end
- ▶ DBC members
 - ▶ Handouts, recording & CPEU documentation
 - ▶ www.dbconline.org → Member Benefits → Educational Resources
 - ▶ Not currently a DBC member? Join now!
 - The CPEU certificate will be posted immediately following the webinar.

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This webinar is provided with support from Sysco



Objectives:

At the conclusion of this webinar, participants will be able to:

1. Describe the differences in the roles between mentors and mentees.
2. Discuss the benefits in becoming a mentor or mentee.
3. Locate resources to guide the mentor/mentee relationship.
4. Discover how to break into non-traditional careers through having a mentor.

Sonja Stetzler, MA, RDN, CPC



President and Founder,
Effective Connecting

RDN for 35 years
Experience in food service
management, sales, sales
management, quality
assurance, education

Story of Mentoring



Mentoring Relationships



Defining Mentoring

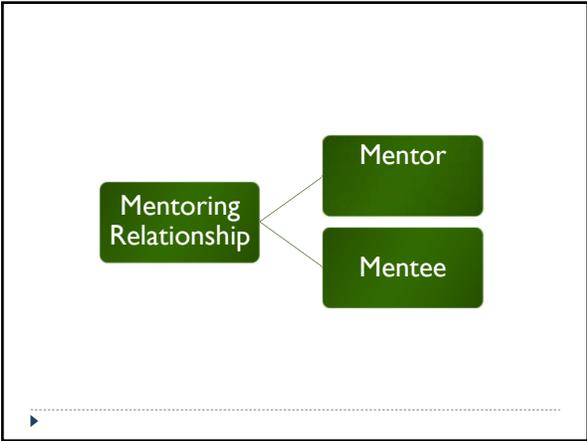
Mentoring: “A developmental caring, sharing and helping relationship where one person invests time, know-how and effort in enhancing another person’s growth, knowledge and skills.” - G. Shea

▶

Defining Mentoring

**“Mentoring is a brain to pick, an ear to listen, and push in the right direction.” –
John C. Crosby**

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Benefits to the Mentee

- Learn from another's experience and perspective
- Improved and accelerated performance and talent development
- Expansion of one's network
- Provides an opportunity for a sounding board and enthusiast for ideas and vision

Benefits to the Mentor

- Internal satisfaction and fulfillment – "giving back"
- More creativity, seeing and learning from a new or different perspective
- Improved communication skills
- Provides an opportunity to make an impact

Successful Partnership

- Sharing
- Mutual Respect
- Mentor helps, mentee does
- Mentee sets expectations/objectives
- Mentee asks for what he/she needs



Mentee Responsibilities

- Make time to build the relationship
- Be proactive – come prepared with questions
- Be open to learning
- Don't be afraid to try something new – Fail Forward!



Mentor Responsibilities



- Share knowledge and experience
- Have good listening and feedback skills
- Don't take over mentee's problems
- Allow mentee to discover solutions to problems

Have Fun!



Deanne Brandstetter, MBA, RD



*30+ years in the food and nutrition business
*VP of Nutrition and Wellness for Compass Group, North America
*Directed Nutrition Program for 2002 Winter Olympic Games in Salt Lake City, Utah

Mentoring Partner/ aka Mentee

- ▶ **WHY:** Identify goal
- ▶ **WHO:** Identify WHO could possibly help you meet that specific goal as a mentor
- ▶ **HOW:** To ask someone to be your mentor
- ▶ **WHEN:** Scheduling meetings
- ▶ **So WHAT?** Is this working?
- ▶ **YOU** are responsible for driving the mentoring relationship



Mentoring Partner/ aka Mentee



Mentoring Partner/ aka Mentee

- ▶ **WHY?** Identify goal/ what you want to get out of being mentored
 - ▶ Prepare for a promotion, move to the next level
 - ▶ Prepare for a move outside the area of practice you are currently in
 - ▶ Learn more about a specific skill or competency you are pursuing
 - ▶ Assistance with identifying roadblocks to success?
 - ▶ Working toward getting a job in a company you admire?

▶

Mentoring Partner/ aka Mentee

- ▶ Identify **WHO** could possibly help you meet that specific goal as a mentor
 - ▶ Inside and outside profession and your organization
 - ▶ Create a short list of possibilities
- ▶ **HOW?**
 - ▶ Identify a connection to the person
 - ▶ Create a professional ask
 - ▶ Don't take rejection personally
 - ▶ Ask for alternate mentor suggestions
 - ▶ Mentoring is a dynamic process, not a "program"
 - ▶ Ask your mentor to provide stories and examples

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Mentoring Partner/ aka Mentee

- ▶ **WHEN?**
 - ▶ Set a short-term schedule
 - ▶ Be Realistic
 - ▶ No commitment if it's not working
 - ▶ Meetings should become less frequent over time
- ▶ **So WHAT?**
 - ▶ Periodically assess and measure results
 - ▶ Are you achieving what you wanted from the relationship?
 - ▶ Why or why not?

▶

Mentoring Partner/ aka Mentee

YOU.....are responsible for driving the mentoring relationship!!!



Elaine Farley-Zoucha, RD



* President and Owner of EZ Nutrition Consulting, PC
* 20+ years of experience as a chef, food service director, consulting dietitian, author and speaker

Your Role as a Mentee

- ▶ Initiate the relationship;
- ▶ Be open to learning;
- ▶ You must be willing to invest in developing a relationship of trust that requires time and energy;
- ▶ Must be open to being challenged, receiving candid feedback and being reflective.

How to be a good mentee

- ▶ Come to the relationship motivated and empowered to plan and direct your own professional life.
- ▶ Put in the time to develop an open and trusting relationship.
- ▶ Have a clear understanding of why you want to be mentored.
- ▶ Be prepared for each mentoring session, have an agenda, yet remain flexible
- ▶ Follow through on your commitments
- ▶ Be a good listener, setting aside time for self-reflection.



My Experience

- ▶ **Step 1:** Identified what I needed guidance on
- ▶ **Step 2:** Reached out to someone that frequently posted on the DPG EML
- ▶ **Step 3:** Identified what she was willing to put into the relationship
- ▶ **Step 4:** Developed a plan/agenda of what I wanted the initial session to be
- ▶ **Step 5:** Followed through



Andrea Carrothers, MS, RD



- * Senior VP of FoodMinds, LLC
- * Worked for Porter Novelli in Washington, DC
- * Directed communication programs for clients such as: Nat'l Cattlemen's Beef Association, McDonald's, Nature Made, Almond Board, to name a few



Habits of Highly Effective Mentees

- ▶ Understand and articulate your goal in seeking a mentor
 - ▶ What specifically are you looking for guidance on? Be clear about what you want.
- ▶ Do your homework
 - ▶ Learn about your mentor, their work in advance of the meeting
 - ▶ Be prepared with questions and an agenda
- ▶ Be accommodating
 - ▶ Respect the mentor's time
- ▶ Take responsibility
 - ▶ Take the lead and drive the relationship
 - ▶ Keep all follow up meetings and appointments



Best practices for approaching and working with a mentor

- ▶ Do's and Don'ts

Do	Don't
Send a concise email with a specific request	Make it all about getting a job
Listen – be coachable!	Expect mentor to make decisions for you
Follow through	Break promises
Share updates	Limit yourself to just one mentor
Be appreciative	Make it a one-way street



The road less traveled: tips for finding non-traditional career opportunities

- ▶ Network, network, network
 - ▶ Build and maintain relationships
 - ▶ Follow up and stay in touch
 - ▶ Seek out opportunities to get involved w/people, companies and organizations you are interested in
- ▶ Have a professional social media presence
 - ▶ Engage with colleagues – share / comment on their posts
 - ▶ Consider establishing a niche – what is your “beat”?
- ▶ Sharpen your business skills
- ▶ Pay it forward
 - ▶ Be a connector



Resources

- ▶ The Heart of Mentoring by David Stoddard
- ▶ “Get the Mentoring Equation Right”, Harvard Business Review, Oct 25, 2011.
- ▶ “When Mentorship Crosses Cultures, Both Sides Learn”, Harvard Business Review, August 5, 2016.
- ▶ Mentoring 101 by John Maxwell
- ▶ The Mentoring Manual by Julie Stan
- ▶ The Mentor’s Guide by Lois Zachary

Questions?



DBC Events Reminder

Business Essentials Webinars

- ▶ Watch the online event calendar and social media for updates!