

# Develop your career with mentoring

Two mentoring duos give their views:

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## Doug Sinton & Denise Yates

"I was once told that we can learn something from everyone," says Doug Sinton, "this must be especially true in marketing, which is constantly evolving. Mentees and mentors can all learn something of practical use from each other. I signed up as a mentor for the scheme because I felt I ought to pass on something of my training and experience. If only this scheme had been in existence when I started out in marketing."

"Denise Yates is my mentee. I like to think of myself as a sounding board for her, but I have found that she is also ready to listen to any suggestions I make. I've found her open-minded approach refreshing. It is early days but already I have learned a great deal about

marketing for a charitable organisation like Denise's and the problems that presents."

"It has also been immensely satisfying to be able to help another marketer in a situation where I have nothing to gain or lose (financially). I have gained an insight into a side of marketing I had no previous experience of. And what greater incentive can there be for such a scheme that works, than it is free?"

*Doug Sinton retired MD of Sinton Tyres Ltd and part-time consultant.*



Denise explains, "I had just got a new job working for the National Association for Gifted Children. As number two in the organisation, I had to quickly acquire new skills to help me become effective in my role. I felt that I would benefit from having a mentor who had "been there, done that". A mentor with a vast amount of experience as a CEO has got to be good for my career development. Any middle manager should be looking seriously at a scheme like this as part of their career development plans.

"It's a bit like having your own business psychiatrist or counsellor. Problems which I thought were intractable at the coal face suddenly seem so easy to solve once

you have talked them through with someone who is not involved. Because we are both busy people we meet for about two hours once every 4-6 weeks in the station coffee bar. We also keep in contact by e-mail. In terms of ground rules, everything we talk about is confidential and I have the confidence to know that I can say things and I won't be judged."

*Denise Yates is Finance & Fundraising Manager for the National Association for Gifted Children*

