

Develop your career with mentoring

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Kap Varma and May Ho

"As a mentee, I felt I would benefit from the advice and experience of a mentor," explains May Ho, "I wanted help to guide me along my career path into marketing. It's good because the advice you receive is purely objective."

"From the moment I decided to take part, everything happened very quickly for me, job wise. Being able to communicate with my mentor was important, as I had to make a critical yet quick job decision. I was lucky to be able to tap into this 'resource'. Unfortunately, I

haven't been very good at keeping in touch since I secured the new job in Malaysia, but I hope to stay in contact even if its just to touch base. I only wish I had this scheme earlier in my working life. For anyone considering the scheme I'd say - try it and see what you think. If it doesn't work for you, fair enough but don't go away without trying it."

May Ho is Marketing Analyst for Accenture in Malaysia

"I think that being May's mentor has been an unusual mentoring role. I thought we'd meet after work in the pub or over a coffee and the mentee would raise issues and bounce ideas off me. Having been introduced to May by email, she urgently needed careers advice, and now has a new job in Malaysia. I can't easily go there for tea or coffee! Although I've learnt that you can be an effective mentor from a distance, I still prefer face-to-face not PC-to-PC although I do hope to be there for May as and when she needs support or to bounce thoughts and ideas."

"I decided to become a mentor because I've enjoyed this type of role in my working life. As an experienced marketer, I'm something of a journeyman and have worked in consulting roles for a number of companies. When I was 25-35, marketing was the same

competitive environment it is now. Colleagues and bosses look very carefully at you to see if you'll make it. If you don't know something it's a difficult environment in which to ask questions. Mentoring means that young marketers can ask questions and get advice without affecting their career chances. The benefits for mentors are in the development of skills in mentoring and coaching, and the self-satisfaction of transferring skills and experience. If you are a senior manager then you have developed staff. You have the skills to be a mentor. Try it!"

Kap Varma is an Associate Director at Goldshield Ltd, heading up a Direct to Consumer Business Unit

