



Mentorship Through Social Media The Anatomy of a Mentor Benefits of Mentoring Personal Mentorship The Many Faces of Mentoring

Mentor Emily Wray

Knowledge Leadership Inspirational Guiding



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Hello and welcome to the first issue of Ember magazine!

This issue focuses on mentorship and how it can positively impact the lives of everyone around us. You see, everything starts with an ember - a small spark of passion waiting to be ignited. Whether it be music, writing, fashion, or photography, having a mentor to guide you through important milestones allows growth in ways that would otherwise be difficult to achieve. Building a close-knit relationship with a mentor is important in order to successfully turn that small spark into a raging fire of passion and success.

I hope you enjoy following along on this journey as we explore the many ways in which mentorship can open up doors you didn't know existed.

XOXO,
Jessica Piker
Lead Editor

THE FACES OF MENTORING

By
Trevor Smith

When we think of mentorship, we usually think about building a relationship with a person through face to face meetings. Considering how widespread digital and social media has become in today's youth, it is somewhat shocking that there is not a standard for social media mentoring. In today's digitally-connected world, it's easier than ever to connect with influencers in a specific industry to seek advice and mentorship. According to the Chronicle of Evidence-Based Mentoring, many fear that social media is undermining the next generation's capacity for deep reflection, conversation, and sustained attention. While social media has its risks, at the same time, we are experiencing the many ways that these new forms of communication have improved and sustained bonds! So how can you go about finding mentors through social media and social tools used to connect? Let's find out! Finding a mentor on social media can be a hassle. First, you'll need to know your industry. Knowing your chosen industry is essential for any startup venture.

You'll also have to know the heavy hitters who are always active on social media and follow them on the sites they're frequently on. Second, connect with your potential mentor. To do this, you can start by commenting on their posts prompting a discussion, re-tweet/ tweet articles and look for opportunities to connect. Just because you and your ideal mentor have interacted here and there doesn't mean your mentorship relationship is confirmed. Social media should be used to establish a connection, but deepening your relationship isn't the social site's job. You need to really reach out, ask for mentorship and form a personal connection. Someone might agree to mentor you, but if you don't put in the effort to form a personal connection, your bond won't get you very far. Social networks such as Facebook, Instagram, and Twitter make it easy to quickly find/connect with your mentor because they are the most widely used social media platforms in the world. Social media is constantly evolving. In mid-2018, Facebook announced its mentorship program for groups.

Facebook says that more than 200 million of its users are members of a group they consider to be meaningful. They use groups to build and foster supportive communities around topics that matter to them, so adding this option to Facebook group settings is a powerful opportunity to facilitate connections. How does this work? Basically, group admins will have the option to create a mentorship program. People can sign up to be a mentor/mentee and are paired together by the group admin. Then the mentors and mentees will progress through a guided program that encourages them to check in with each other weekly. Skype is another platform that can be used to connect to a mentor. Skype video conferencing allows both the mentor and mentee to hold their discussions in a virtual face-to-face meeting style no matter their distance.

When you interact on social media, be yourself. Being honest with potential mentors is the key to building rewarding professional relationships.





DARRYN BROWN

MAKEUP ARTIST



DARRYNMUA



DARRYN BROWN



BENEFITS OF MENTORING

BY JAYRALEE PINA

“Mentorship works.

It advances careers.

It propels you to success.”

Mentoring is a way to give back to the community. Whatever field you're in, we can all agree that we were all newbies at one point. A mentor can give you insight on the ups and downs of your field, and not only will they share with you what to look forward to, but the do's and don'ts that prevent you from trial and error they faced on their journey to gain experience. Depending on what you're looking for, they don't always have to be the CEO of a fortune 500 company.

For most people mentorship is defined as a strict teach and learn experience, but it is way more than that. Mentorship is a relationship between the mentor and protégé(e). The best mentors stay away from “check the box” procedures. They actually take the time to commit to their mentee, focusing more on their character and how their behaviors can be used as a tool rather than a setback, and avoiding having their eyes set solely on proficiency and level of capability.

Statistics show that those who had a mentor are:

55% more likely to enroll in college

78% more likely to volunteer regularly

90% more interested in becoming a mentor

130% more likely to hold leadership positions

Take Warren Buffett and Bill Gates for example. Warren Buffett (mentor) is known for being a very successful investor but doesn't use money as a measurement of success. Rather, he measures this with the relationships he has. Bill Gates (mentee) admires this about him and takes note. Gates mentions that Buffett has helped him, and his partner Melinda think about their accomplishments in a new perspective by asking questions like “Did I devote enough time to my family?” “Did I develop new Friendships and deepen old ones?” and “Did I learn enough new things?”

Mentees have goals and ideas that they think can help them move farther in their desired career, but sometimes they might have ideas or goals that come off as unrealistic, or unachievable. It is very easy to point out the negatives and make the mentees think more realistically. This could potentially discourage them, but they shouldn't be the ones who receive the energy; they should be the ones to provide it.

The best way to go about this in an optimistic way is by using the 24x3 rule for optimism. For every idea that comes up, see if you can spend 24 seconds, minutes, or a day thinking about all the positives before you criticize.

Studies state that failure is preferred over success and that exploration of the latter should be encouraged by mentors.



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POSITIONS

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Finding a good mentor is like finding a needle in a haystack. But, somehow, people manage to meet the exact person they need. This person, a mentor, with just the right experience, knowledge, and connections. From the outside, it just seems like a serendipitous meeting of souls. How are these people getting so lucky? More importantly, how can you get this lucky? Well, it would certainly help to understand what a good mentor is made of. If you know what you're looking for, you're far more likely to find it!

One of the most important traits of a good mentor is their emotional intelligence. According to Mind Tools, emotional intelligence is “the ability to recognize your emotions, understand what they're telling you, and realize how your emotions affect people around you.” It goes the same for others as well. Mentors know themselves well and this affords them a greater ability to know others well too. This emotional intelligence manifests itself into different traits that make managing relationships for them more effective. For example, self-awareness, self-regulation, motivation, empathy, and social skills. This combination of soft skills makes someone a perfect candidate to be a mentor.

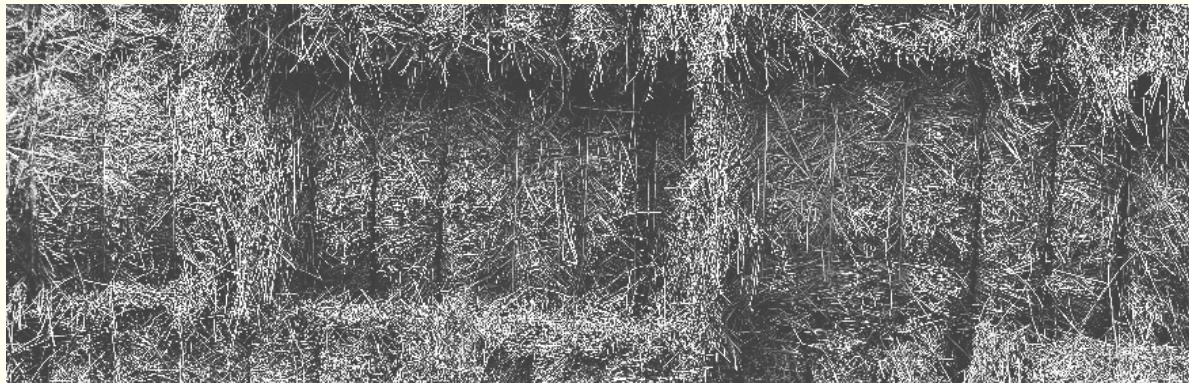
Beyond soft skills, professional success is a major factor to great mentors. In the workplace, they should already be regarded as somebody who delivers high quality work consistently.

If you look around, you might notice this person gets along well with higher ranking staff and general staff as well. Having a keen eye for the people in your life who are succeeding in the roles they fill is a good way to find a mentor.

If you are lucky enough to get close to a potential mentor, you may find that their integrity is something they take great pride in. Knowing when to admit they're wrong, being fair at all costs, and having a strong moral compass shows their unwavering character. Suppose you've clued into all these hints. You rounded up the evidence and think you've found your mentor. Before getting your hopes too high, ask yourself if the person is available. They may very well be too busy to support and counsel you. Secondly, even if they're available, is being a mentor something they want. If your prospecting mentor has no desire to advise a mentee then it's just tough luck.

But, no bubbles burst here. There are many mentors out there waiting on their chance to give back and share their knowledge! Now that you know how a mentor might act and think, you might just get your chance. Great mentors thrive on the prospect of a challenge. Showcase your dedication, willingness to learn, and desire for success and your mentor might just find you. It's just part of their anatomy to want to help and contribute. Keep on searching and you shall prevail.

T O R



interviewed and edited by:
Carlos Cordova III

MENTOR

an EXCLUSIVE look at EMILY WRAY by Ember Magazine



EMILY WRAY

Emily Wray is a mentor and teacher at Full Sail University for a number of students. She works closely with students in the MCBS program to excel their portfolios. You can always find her shooting event photography or out learning new ways to give feedback. She invented the RISE Feedback Model to give student the proper guidelines for what good feedback looks like.

Emily knows the ins and outs of what it takes to learn and teach alongside students daily.



Q: What led you to be in such a mentor heavy position that you are in today?

A: "When I started working with students on their portfolios is when I found myself being a mentor to my students. When you are a core content instructor your relationship with the student is based on how well you know this material that I know a lot about, but when you teach portfolio the conversation is much different. It's individual, it's personalized, you ask each student "what are you interested in," and "how can I help you get better with that," and that's mentorship.

Q: What are some important traits that are vital to being a good mentor?

A: In order to be a good mentor I would say that you need to have the ability to give and receive feedback, you need to be a critical listener, you need to not be afraid to push back, and you need to be able to be vulnerable in the service of the mentorship to allow your mentee or whoever it is that you're working with to see you as a person.

Q: What are some important traits you look for in a mentee?

A: Again, someone who has the ability to give and receive feedback, someone who is open minded, and someone who is not afraid but actually encouraged and eager to iterate on themselves. To try something and not be afraid to stumble but then come back and do it again until they get the desired result that they want.



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Q: Who is a personal mentor that you've had in your lifetime and how have they impacted you?

A: I've had a lot of great mentors, all of the bosses and managers I've had I've grown extremely close with. Certainly, Kathy Craven is a very important mentor in my life. She was an instructor of mine before she was ever a colleague and she was a colleague before she was a boss, but she has also always been a friend.

Q: In what ways do you think you can personally improve yourself as a mentor?

A: I think that we are all growing all of the time and so in order for me to be effective as a mentor

I have to also be willing to learn in grow as much as I'm trying to encourage that in whoever it is I'm talking to. My own professional and personal development is very important to me. I never want to get to the point where I think that I know how to do this. I want to always feel like I'm curious and I need to learn more.

Q: What advice would you give a mentee who is trying to improve themselves?

A: I think mentees are hoping for something magical to happen as a result of a mentor/mentee, but I think it is important to note that it is the magic within that person, not within that relationship. So, for a mentee, I think that if they can see that they're the ones that hold the power for transformation and for possibility and that they're in control. They are in charge of their destiny or even, if it's not that grand, that they are in charge of getting better at this skill or doing better at this job. If you feel like you can own that, I think that is the most powerful things that a mentee can embody.



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PERSONAL MENTORSHIP

BY CARLOS CORDOVA III

Throughout my time at Full Sail it has been apparent to me the importance of mentors. Since I started, I have been constantly trying to find exactly what it is that I want to do and what I need to do to get there. I knew that trying to find the advice and information that I needed was going to be impossible on my own and there's only so much that a Google search can do. I didn't go out and say "I need to find a mentor" but the relationships that I made naturally formed into a sort of mentorship relationship. I met classmates that had much more experience in the industry. I had instructors who started out in similar situations that I am in and gained decades of experience working different jobs before finding themselves as an instructor at Full Sail. These are the sort of relationships that, over time, have kindled into amazing mentorships where I am learning new things from them every day.

One example of these mentorships is one of my classmates. I met him when I decided to join the MCBS podcast as an editor. I had no prior experience but really wanted to learn the ins and outs of audio editing. Not only did this relationship with this classmate help me improve my skills as an editor but I learned a plethora of other skills and found someone who I can go to for honest feedback on content that I create. That's an important trait of a mentor that I discovered. It's very valuable to have someone that you can go to who will be brutal and most importantly, constructive, with the feedback that they give you. It's also important that this person has knowledge of what you're asking feedback for. I know whenever I create a logo or an animation, I like to send it to friends and family. The responses that I get from them usually involve "that looks cool," "good job," and sometimes even just a fire emoji. I enjoy keeping friends and family updated on what I'm doing but I always try to make sure to seek feedback from a mentor so that I can get the hard-hitting feedback that I can use to further improve.

Another way that I found valuable mentorship relationships is more cliché, but valuable nonetheless, and that is with my instructors. There is so much knowledge outside of the curriculum that you can learn by taking the time to connect with your instructors. Take some time to strike up a conversation with them, tell them about your aspirations, your background, some people in your industry that inspire you. This is how you can get the opportunities that open doors and further your career. This also applies to anyone that you meet outside of the classroom. There are so many networking events and expos where you can meet the person who becomes your mentor. All it takes is for you take the step and strike up a conversation.

I have yet to find myself being the mentor in a relationship, but I know that everything that I learned by being the mentee in a relationship will help me be a valuable mentor in the future. I really look forward to it in fact.





MENTORING PROGRAM VS MENTORING CULTURE

By Sophia Perez

Businesses and organizations across the globe have realized the benefits of having a mentoring program. Creating an environment where employees feel like their personal development matters and that their company cares enough to help facilitate that process seems to work wonders. But what happens when the program is ineffective... When the mentoring program is not accompanied by a healthy mentoring culture?

Before getting into the nitty-gritty, what is a mentoring program? Mentoring sometimes referred to as partnership, programs are meant to take an individual who desires a certain skill set/knowledge and pair them with somebody who would serve as a guide to reach said skill set/knowledge. This, of course, being on a larger scale. Hence, the mentorship program. In these programs, employees who are more experienced and hold longer tenures typically take on the position of mentors. This is all in efforts to increase leadership skills, boost efficiency, increase employee retention, among other beneficial factors.

Straightforward, right? Unfortunately, not quite. According to a mentoring program creator herself, Jennifer Labin, the principal partner of TERP Associates, the current model for corporate mentorship faces several issues. She refers to the current effectiveness of these programs as a “band-aid” type of solution. Labin explains that those called in to be mentors have most likely never been mentored themselves. On top of that, they’re overworked and seem to be “thrown together” for the sake of having a program.

So, it seems that establishing a mentoring program sounds great in concept. In practice, it gets tricky though. But, it’s not impossible. What’s missing then? Could it be a... healthy mentoring culture? Zing! Wait... but, what does that exactly mean? It means more than one thing. Let’s break it down.

It begins with creating accountability -- clearly defining roles and goals. By defining roles, everyone can have a sense of personal responsibility which leads to more efficiency. By having goals, everyone can work together to overcome challenges which leads to more engagement in teamwork. A natural incentive to do good work creates itself by making roles and goals clear and known. Beyond this accountability, recognition is important as well. If you recognize employees who are exhibiting the traits of a good mentor, people will pick up on it and play their parts too. To make all of this come together, businesses can provide training and education on how to grow and strengthen mentoring skills. The increased self-confidence will lead employees to share their knowledge as mentors without even knowing it.



“Hey, wait a minute, that sounds a whole lot like a mentoring program.” You’re right. It does sound like it! But, it’s actually a reverse engineered mentoring program. Instead of saying “hey, here’s your mentor,” we’re saying, “hey, this is what good mentors do – want to give it a try?” By putting the ball in their court, nothing feels forced. What begins to blossom from this exchange of accountability, recognition, and learning experience is a working mentoring culture.

Employees are engaged with at an intellectual level. This seems to be the law of the land in the business world. We get what we need and go. But, when you engage on an emotional level, the employee feels as though the company cares about their progress. Studies show that effective mentoring programs increase employee retention, productivity, engagement, leadership abilities, skill development, and morale. Creating an environment of sincere working relationships should be a priority for every company. A priority put above that of profit.

Employees cannot continue to be treated as disposable pawns. By including a working mentoring program that is accompanied by a healthy mentoring culture, you send the message that their development is worth investing in. If you invest in them, they’ll be much more likely to invest in you. It’s a give and take, and the best kind where no money is involved.

When we think of mentorship, we usually think about building a relationship with a person through face to face meetings. Considering how widespread digital and social media has become in today's generation, it is somewhat shocking that there is not a standard for social media mentoring. In today's digitally-connected world, it's easier than ever to connect with influencers in a specific industry to seek advice and mentorship. According to the Chronicle of Evidence-Based Mentoring, many fear that social media is undermining the next generation's capacity for deep reflection, conversation, and sustained attention. Although social media has its risks, we are also experiencing the many ways that these new forms of communication have improved and sustained bonds. Because of this, social media is a great tool to use to seek mentorship from someone that would otherwise be difficult to reach. When it comes to figuring out how to use digital tools and social media to connect with future mentors, many people don't know where to begin. Following these tips will allow you to take a step in the right direction.

Social networks such as Facebook, Instagram, and Twitter make it easy to quickly find and connect with your mentor because they are the most widely used social media platforms in the world. As these social media platforms grow, it is important for them to continue to evolve. In mid-2018, Facebook announced its mentorship program for groups. Facebook says that more than 200 million of its users are members of a group they consider to be meaningful. They use groups to build and foster supportive communities around topics that matter to them, so adding this option to Facebook group settings is a powerful opportunity to facilitate connections.

MENTORING THROUGH SOCIAL MEDIA

By Xarria Rhodel

Finding a mentor on social media can be a hassle. First, you'll need to know your industry. Knowing your chosen industry is essential for any startup venture. It is also important to know who the heavy hitters are that are always active on social media, making sure to follow them on the platforms that they use frequently. Second, connect with your potential mentor. To do this, you can start by commenting on their posts and prompting a discussion, followed by posting/reposting articles and looking for opportunities to connect. Just because you and your ideal mentor have interacted occasionally does not mean your mentorship relationship is confirmed. Social media should be used to establish a connection, but deepening your relationship isn't the social site's job. You need to really reach out, ask for mentorship and form a personal connection. Someone might agree to mentor you, but if you don't put in the effort to form this connection, your bond won't get you very far.

How does this work? Basically, group admins will have the option to create a mentorship program. People can sign up to be a mentor/mentee and are paired together by the group admin. Then the mentors and mentees will progress through a guided program that encourages them to check in with each other weekly. Skype is another platform that can be used to connect to a mentor. Skype video conferencing allows both the mentor and mentee to hold their discussions in a virtual face-to-face meeting style no matter their distance.

If there's one thing to remember when you interact on social media, it's to be yourself. Being honest with potential mentors is the key to building rewarding professional relationships.







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