

FLASH MENTORSHIP TOOLKIT

For IE Alumni Club Leaders (please do not share)
Questions: clubs@ie.edu



OVERVIEW

WHY DO WE OFFER FLASH MENTORSHIP?

Flash Mentorship was born out of the need to **engage busy professionals** and provide them the **benefits of mentorship** in a **fraction of the time** required by traditional mentorship programs.

Benefits for mentors:

- Feel good factor (giving back)
- Recognition
- Networking
- Sense of belonging & community

Benefits for mentees:

- Tips and advice from more experienced professionals
- Networking
- Sense of belonging & community

EVENT STRUCTURE

HOW DOES IT WORK?

At a glance, Flash Mentorship is **speed-style, small group mentorship** led by **pre-selected alumni mentors**.

Ahead of Flash Mentorship, the organizer is responsible for confirming the participation of alumni mentors and helping with topic selection to ensure that each one brings a unique topic to discuss.

On the day of the event,

1. Mentees are organized into small groups
2. Pre-selected mentors are assigned a group to begin with
3. 15-minute rounds commence with *only mentors* rotating tables between rounds



EVENT STRUCTURE

HOW DOES IT WORK?

Organizing mentees into small groups

It is recommended to print out table assignment cards and give them out as mentees check in. This helps ensure an equal amount of participants in each group.

Assigning mentors to groups

Before commencing the mentorship rounds, make sure to tell each mentor what group they are starting with.

Managing mentorship rounds

Set a 15-minute* timer on your phone and let everyone know when there are only a few minutes left. Once each round is done, ask mentors to rotate to the next table and repeat.

*We recommend adding 5 minutes to the first round for initial introductions.



PLANNING FLASH MENTORSHIP

VENUE SELECTION

Venue selection is extremely important since **the right physical space can enable great conversations and connections**, while the wrong space can create challenges that negatively impact the experience for participants.

When considering venues, ask yourself:

- Can I easily create a unique space for each mentorship group?
- Is this space private or not?
- Is the environment warm and inviting?



PLANNING FLASH MENTORSHIP

VENUE SELECTION

Can I easily create a unique space for each mentorship group?

It is important to select a venue that offers you enough space to set up different areas for each group. For example, if you have five mentorship groups, you should be able to easily envision five different areas with seating options and a place to set down food and drinks.

Is this space private or not?

In the case that a space is open to the public or shared with other groups, ask yourself if the acoustics will be okay since it is important that attendees can easily hear each other. Also, will it be distracting to have other people around as alumni participate in mentorship?

Is the environment warm and inviting?

Not only is a warm and inviting environment important to make attendees feel comfortable and at ease, but also a warm and inviting environment turns out better in pictures. Spaces in which there are extremely bright lights (especially ones with white and blue tones) should be avoided.

PLANNING FLASH MENTORSHIP

CATERING SELECTION

Best practices for catering:

- Arrange for **bitesize foods** to be available since they are easy to consume and prevent awkwardness and/or distractions
- Make **accommodations for anyone with food allergies/sensitivites** e.g. offer plant-based milks for the coffee bar so that lactose-free alumni can still enjoy!



SELECTING MENTORS

HOW TO FIND THE RIGHT PEOPLE

First, ask yourself who the target audience is? The idea is for mentors to be **relatable**, but **further along in their career paths** than mentees.

For example, if your mentees are early-career professionals, identify mentors with 5+ years experience, this way mentees can learn from professionals who faced similar challenges not too long ago and can still recall in detail how they overcame them.



SELECTING MENTORS

HOW TO FIND THE RIGHT PEOPLE

Identify a mix of profiles so that mentees are exposed to different perspectives.

Ask yourself:

- Do I have both male and female mentors?
- Do I have mentors from different countries? (if your local alumni community is diverse, curate a nice mix!)
- Do I have mentors with different kinds of profiles? (for example, traditional careers, entrepreneurs, etc.)
- Do I have mentors from different IE schools? (if registration is open to all, it is recommended to have mentors from more than one school)



SELECTING TOPICS

HOW TO HELP MENTORS DECIDE ON THE RIGHT TOPICS

The role of a mentor is to bring **one specific professional development topic** to the event and share it with each small group with which they interact.

Mentorship topics should be **general enough** that they are relevant to all alumni mentees, but **specific enough** that participants walk away from each conversation with advice/tips that they can apply in their careers.

Examples of past topics* include:

- Salary negotiation
- Being assertive at work without coming off as aggressive
- Finding your own leadership style
- Skill-building to stay competitive in an ever-changing job market
- Improving your networking skills & practices

*Please note these topics were used in Flash Mentorship events targeting alumni who are early-career professionals. Topics need to be adjusted to the experience levels of mentees.

PUBLISHING ON IE CONNECTS

HOW TO CREATE A CLEAR & ATTRACTIVE EVENT PAGE WITH REACH

Best practices for IE Connects:

- Use the event description to describe who the ideal mentee is (e.g. early-career professionals, mid-career, or other segment)
- Restrict visibility and registration to alumni only and require login to register. This helps reduce unwanted sign-ups from current students or others and boosts monthly log-ins!
- Consider if it's necessary to limit spots. If you don't need to, it's best not to because the optics of "XX spots left" when it is a large number is not good.
- Set up additional registration questions if it's helpful to you e.g. questions regarding professional role, sector, etc. (you may want this info for nametags or to create sector-based networking areas at the end of the event)
- Co-host with other departments/clubs to increase visibility (e.g. Global Alumni Relations, IEU Undergrad Alumni, local alumni clubs, etc.)

MARKETING

HOW TO DEVELOP AN EFFECTIVE STRATEGY TO REACH ATTENDEES

Your marketing campaign should be **multi-channel** and **target your ideal mentee profile** as efficiently as possible. Think: where do potential mentees receive their news about IE events?

Consider doing one or more of the following:

- Preparing a targeted email to be sent via IE Connects.
- Consider posting it on your own LinkedIn or in a LinkedIn Group
- Sharing the invitation via relevant WhatsApp/Telegram groups
- Co-host your event with other clubs
- Request an email be sent via Madrid to Alumni in your region- reach out to your local contact for instructions.
- Other (if you have more channels at your disposal, use them!)

CHECKLIST

STEPS TO FOLLOW TO EXECUTE A SUCCESSFUL FLASH MENTORSHIP EVENT

- ✓ Reserve venue
- ✓ Reserve catering (through venue or other supplier)
- ✓ Book photographer (optional)
- ✓ Identify and confirm participation of mentors
- ✓ Confirm the topic of each mentor, ensuring no overlap
- ✓ Create/update event flyer
- ✓ Publish event on IE Connects
- ✓ Conduct multi-channel marketing campaign
- ✓ Order nametags (optional)
- ✓ Prepare table number cards and print any other additional materials
- ✓ Prepare merchandise as a gift (optional)
- ✓ Send reminder email to participants, asking them to re-confirm their attendance
- ✓ Manage invoices and ensure providers are paid
- ✓ Send “Thank you” email with link to survey

FLASH MENTORSHIP AROUND THE WORLD



In **March 2024**, Flash Mentorship was successfully introduced in the **APAC region** as an alumni engagement concept. In this photo, regional A&C Directors Geeta & Shinn introduce the selected mentors and topics.

FLASH MENTORSHIP WITHIN FLAGSHIP EVENTS



In **June 2024**, Flash Mentorship was introduced with club leaders as a recognition/appreciation event at the **Global Alumni Weekend** in Madrid, with the GAR board members as Mentors.

In **June 2025**, Club Leaders acted as mentors for their peers, sharing Alumni Club best practices.