

*Are you looking for career advice?*

*Are you interested in developing professional relationships within your industry?*

You are invited to join the

## **DMA ANALYTICS COUNCIL MENTORING PROGRAM**

**Sponsored by:**



**There's a new benefit exclusively for DMA Analytics Council members! In our ongoing efforts to foster careers in marketing analytics, we have launched the DMA Analytics Council Mentor Program. The goal of the program is to provide a means for connecting marketing analytics professionals with one another – There is no commitment other than what is agreed to between the mentors and the mentees themselves.**

### **Benefits of being a mentor:**

- Extend your network to other mentors and mentees
- Contribute to the development of analytics in database marketing
- Experience professional and personal growth and renewal
- Enhance your own skills in coaching, counseling, and listening
- Use or develop additional skills not required in your current position
- Provide a window to "get by giving"
- Learn new perspectives and approaches
- Develop and practice a more personal style of leadership
- Gain increased respect and recognition from others as individuals who have the ability to identify, encourage, and promote others

### **Benefits to the mentees:**

- Development of potential and knowledge about a career in marketing analytics
- Flexibility - negotiate with their mentors to work within available time and other commitments
- Self directed learning – mentees choose specific learning objectives
- Complements ongoing formal study and/or training and development activities
- Leads to career mobility and more opportunities as a result of the mentor relationship
- Receive encouragement and support to achieve goals
- Develop new networks
- Develop new and/or different perspectives
- Get assistance with ideas
- Develop visibility within or outside an organization
- Be challenged to use talents and share expertise

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If you are interested in finding a mentor or volunteering as a mentor, please contact Helene Miller at 845-350-1211 or heleneml@us.ibm.com for more information.