

# How do I sign up to be part of the Norwest Mentoring Program?

Expressions of Interest for the Norwest Mentoring Program 2019 are now open.

To find out more information please contact Kate Bradfield on [kbradfield@mulpha.com.au](mailto:kbradfield@mulpha.com.au) or simply complete the below form and return.

Full name: \_\_\_\_\_

Company name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mentor:       Mentee:

Joining the Norwest Mentoring Program involves a commitment to attend the formal meetings and to meet regularly with your pairing (at least once a month but fortnightly meetings are recommended).

# Norwest Mentoring Program

## February – August 2019

Norwest  
learn

Norwest  
*feel alive* 

This initiative is brought  
to you by

  
MULPHA

## Overview

The Norwest Mentoring Program is a pilot initiative brought to Norwest by Mulpha. Mulpha has a vision to transform the 377 hectare masterplanned Norwest Business Park into a world-leading innovation, lifestyle and economic hub encompassing all the features of a 'Smart City' that has lifelong learning and innovation at its core.

Norwest developer Mulpha has launched a career mentoring program as part of its NorwestLearn initiative to help develop the next generation of business leaders and extend the existing thriving knowledge economy into the entrepreneurial future.

The program aims to connect local business leaders with a new generation of employees and provide young business owners the skills to build innovation and confidence, improve relationships, learn new business financial skills, increase motivation and build strong networks. They will also increase their understanding of the corporate landscape and business politics.

The Norwest Mentoring Program is a free but formal, face-to-face program which runs over 6 months, kicking off in February 2019. Mentor-mentee contact is through private face to face, telephone or skype meetings as well as program run formal meetings and social events. This allows time for the development of strong relationships between mentees and mentors.

## Program Aim

The aim is to build our Norwest community by providing emerging employees and entrepreneurs with experience from knowledgeable professionals who are looking to give back. Our professionals are to provide practical guidance in regards to building a business and/or beginning and maintaining a healthy career. We at Mulpha believe mentoring is an important part of developing and sustaining the community and welcome your participation.

## Whether you are a mentee or mentor – Express interest now!

## Program Outline

Month	Event/important dates
October/December	Call for mentors and mentees – Expression of Interest forms available Submission deadline – 30 November 2018
December	Program introduction interview with Mulpha – December 2018
January	Match mentors and mentees - January 2019 Send out acceptance emails
February	Kick-off event – 1st official mentor/mentee meeting – TBC February 2019
March/April	Private mentor/mentee meetings
May	Mid-term event - TBC May 2019 Private mentor/mentee meetings
June/July	Private mentor/mentee meetings
August	Private mentor/mentee meetings End-of-program event TBA August/September 2019 Program evaluation and exit surveys

## Program Details

The mentoring program is free to both mentors and mentees.

During the program mentees and mentors are to commit to meet regularly to discuss and work on their mentoring program objectives which they set at the start of the program.

In addition to mentor/mentee meetings, the program includes three formal events.

- 1) Kick-Off Event – February 2019
- 2) Your Career, Your Brand – May 2019
- 3) Final Event/Program finish – August 2019

### Norwest Mentoring Program – Mid Year Event – Your Career, Your Brand

“Your Career Your Brand” is a guide to understanding and implementing the concepts and methods for building value and making a difference in all aspects of your working career. To build value or show you have the potential to be a difference maker is expressed and validated through your passion, work ethic, persistence and improvement. These “KPIs” are the hallmarks for recruiters and employers when looking for prospective employees to grow an organisation. Creating your own personal “brand” and “brand products” is the first step on the pathway to showing your potential to build value and enjoy a fulfilling and successful career. This involves creating a personalised “brand statement” that concisely reflects you and how you build value uniquely. Your brand statement identifies you as distinct from others and is featured on your business card, LinkedIn profile and resume. A focussed networking plan will enable you to articulate your brand to prospective and suitable organisations. The first step in your career begins with having a brand that you truly feed and believe makes you a unique difference maker.’