



THE GLOBAL LEADERSHIP MENTORING PROGRAMME

Mentor & Mentee
Guidelines 2026

MENTOR GUIDELINES



1. The nature of mentoring

Mentoring provides space for thoughtful, open leadership conversations. It is not counselling or therapy. Mentors offer insight, perspective and honest reflections drawn from experience. Decisions, actions and wellbeing remain the mentee's responsibility.

This programme is designed for short, focused leadership conversations, not long-term mentoring (but follow-ups can be offered at your discretion).

2. Your role as a Mentor

You are invited to:

- Create a safe, open and confidential space for discussion.
- Listen actively and ask thoughtful questions.
- Share reflections, experience and practical leadership perspectives.
- Challenge constructively and encourage self-awareness.
- Keep the session focused on leadership.
- Empower the mentee to decide their own next steps.

Follow-up conversations are optional and at your discretion.

3. What this programme isn't

- Coaching, therapy or psychological advice.
- A chance for job referrals, introductions or CV support.
- An opportunity for pitching or commercial discussions.
- A space for tactical marketing advice, platform-specific instruction, detailed problem-solving or specialist consultancy.

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4. Before the session

The Programme Lead, Stacey Telford-Grimmer, will email you to introduce you to the mentees matched with you. Each introduction includes the other mentors allocated to that mentee, giving visibility of who else they will be meeting.

Your mentee will then:

- Contact you directly to arrange the session (ideally within two weeks of receiving your details).
- Mentees may choose to hold their sessions close together or space them out between March and October. Either approach is acceptable as long as all three sessions are completed during the programme window.
- Send a short pre-brief at least 48 hours in advance, outlining 3–5 topics or questions.
- Confirm logistics clearly (virtual or in person).

As a courtesy, and to support smooth scheduling, please reply promptly where possible.

If you do not receive a pre-brief, you may request one. If you hear nothing, please inform Stacey so the issue can be addressed.

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5. During the session

Aim to:

- Begin by clarifying their objectives.
- Explore their topic through questions and reflection.
- Offer experience where relevant, without directing decisions.
- Keep the tone open, respectful and constructive.
- Confirm whether you will offer a follow-up or not (completely optional).
- Encourage the mentee to share updates in future.

6. After the session

You may:

- Share useful resources if you wish.
- Encourage the mentee to share updates.

7. Cancellations and etiquette

Mentees are asked to give at least 24 hours' notice if they need to cancel. If a session is missed without notice, please inform Stacey.

8. Confidentiality

Everything discussed must remain confidential to protect the integrity of the programme.

If you need help at any stage, please contact
stacey@marketingsociety.com

MENTEE GUIDELINES

1. The nature of mentoring

Mentoring offers honest leadership perspectives, space to reflect and clarity on your questions. It is not counselling or therapy. Mentors cannot provide psychological support, and your decisions and wellbeing remain your responsibility. This is not coaching and not a long-term mentoring programme.

2. What the programme is

- Three one-hour leadership conversations.
- Each with a different senior Fellow.
- A confidential, supportive space to think clearly.
- A chance to explore leadership challenges and reflect on your development.
- Speed-mentoring in style, with optional follow-ups only if agreed by both sides.

3. What the programme isn't

It is not:

- Coaching or therapy.
- Job-seeking support.
- A route to introductions or referrals.
- A pitching or sales opportunity.
- Tactical marketing advice, platform-specific instruction, detailed problem-solving or specialist consultancy.

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4. Your responsibilities

You must:

- Attend all three mentoring sessions.
- Reach out to and respond promptly to mentors.
- Prepare well, including sending a pre-brief before each session.
- Communicate clearly and professionally.
- Respect mentors' time.
- Keep all conversations confidential.

5. Preparing your pre-brief

Send your mentor a short pre-brief at least 48 hours before your session. Include:

- 3–5 leadership questions or topics.
- A short paragraph of context.
- Any examples you want to explore.
- Whether you want broad discussion or targeted feedback.

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6. Choosing your topics

You may:

- Explore one theme with all three mentors, or
- Choose different themes based on each mentor's background.

Common themes include:

- Managing upwards, downwards or sideways.
- Influence and impact.
- Leading teams.
- Handling challenge.
- Career reflection and direction.
- Building confidence as a leader.
- Leading through change.
- Work/life balance.

You are encouraged to review your mentors' backgrounds to shape your questions.

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7. Scheduling your sessions

You will:

- Contact each mentor directly and promptly using the email details provided by Stacey Telford-Grimmer, Programme Lead.
- Please schedule all three sessions within two weeks of receiving your mentor list.
- You are free to choose when the sessions take place between March and October. Some mentees prefer to space them out (for example April, June and September), while others complete them in close succession. Both approaches are fine.
- What matters is that all three sessions are confirmed early and completed by October.
- If you need to cancel, please give at least 24 hours' notice and reschedule quickly out of respect for your mentor's time.

8. After the session

We ask that you:

- Send a short thank you to your mentors.
- Share a brief reflection or update.
- Complete the Society's feedback form.

Follow-up conversations are optional and at both your and the mentor's discretion.

If you need help at any stage, please contact stacey@marketingsociety.com