

PROPOLIS

FROM B2B MARKETING

Mentoring & Coaching

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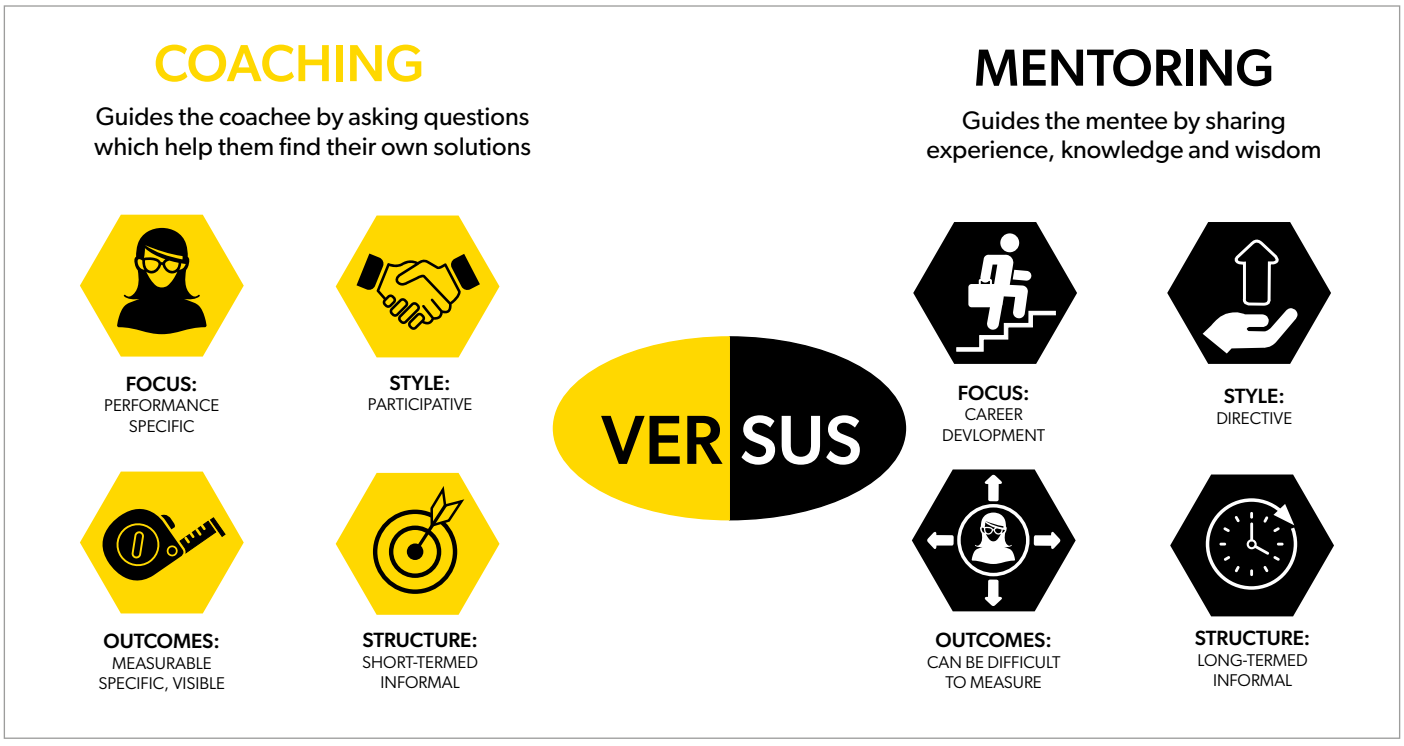
Mentoring and coaching: What's the difference?

Mentoring is all about sharing knowledge and experience. In a mentoring relationship, it is the mentor who has 'the gold': they have the experience, expertise, and network, and they share their 'gold' with their mentee.

Coaching is about unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them. The coachee can find the solutions for themselves and has 'the gold' within them; they just might need help finding it.

What are the similarities?

- Both support a person's development
- Both are based on 1-1 relationships
- Both work best when there is good personal rapport between the two parties
- Both typically involve a series of meetings, over several months
- Both can be integrated into L&D programs



Step 1
Tell us what you'd like support in by completing the form

Step 2
Chemistry call with a mentor/coach

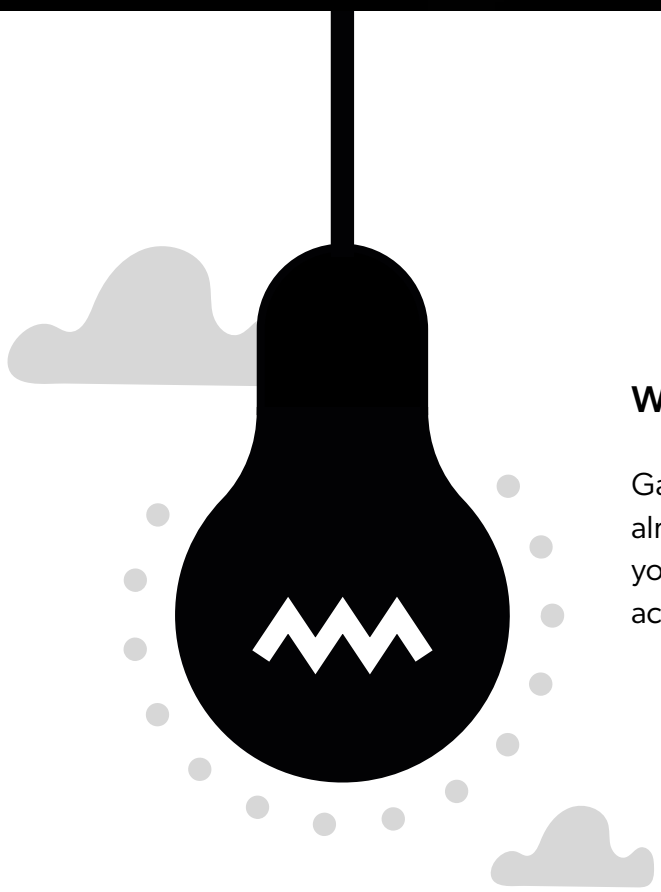
Step 3
Begin your program

To apply for the mentoring or coaching program or to get more information, please contact propolis@b2bmarketing.net

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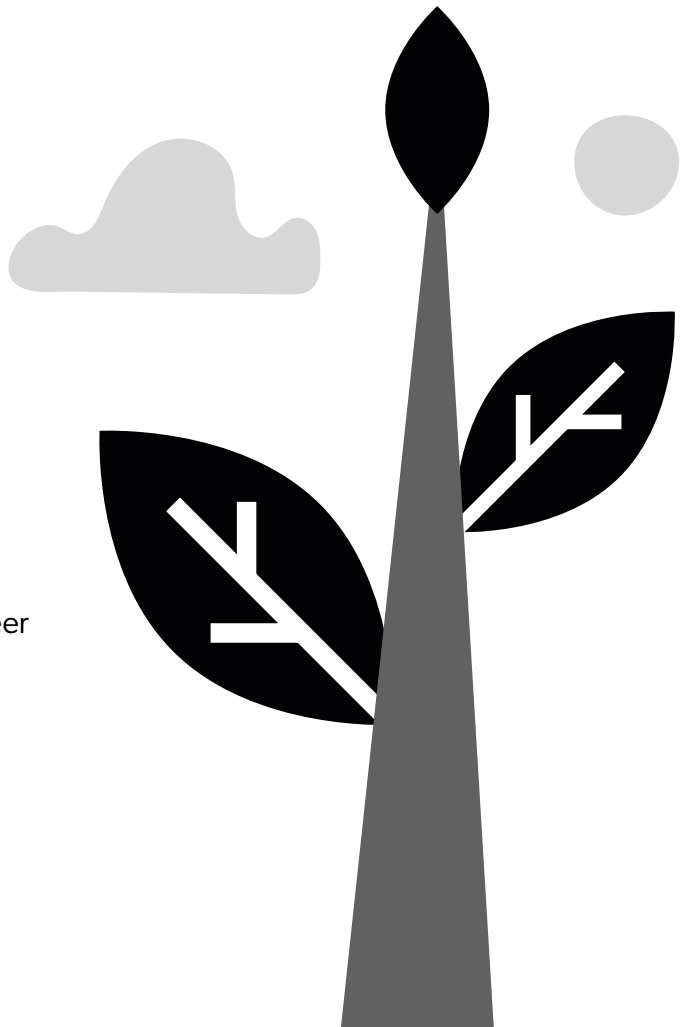
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What can a mentor help with?

Gaining the perspective of a mentor, someone who has already worked through the challenges or opportunities you have, can often help you in your own thinking, and accelerate your learning and performance.



A mentor can help with things like:

- Prioritization to deliver quick-wins
- Becoming a more strategic marketer
- Influencing your peers and managing upwards
- Progressing up the career ladder
- Managing difficult team members
- Smarter job search for the role of your dreams
- The building blocks for a successful marketing career
- Returning to marketing after a career break
- Planning your marketing career moves

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What can a coach help with?

A coach can help you build personal awareness, which enables the individual to turn their unknown weaknesses into marketable strengths.

Coaching can help you with:

- Imposter Syndrome – a feeling of not being as good as others think we are and fearing we will be found out
- Procrastination – employing tactics to delay or postpone action
- Performance Anxiety – such as fear of public speaking or presenting
- Searching for Fulfillment – seeking pleasure and satisfaction with life
- Coping with Loss – coping with lost opportunities and lost possibilities
- People Pleasing – trying to please everybody and saying 'yes' when you want to say 'no'
- Cynicism – expecting the worst to avoid disappointment
- Driven by fear – defensive or smokescreen behaviour to avoid the 'real' conversation that needs to be had
- Perfectionism – striving for flawlessness and setting impossibly high standards

Great mentoring and coaching can lead to:

- Increased self-confidence
- Increased self-awareness
- Improved communication skills
- Exposure to new and different perspectives
- Increased capacity to self-reflect
- Improved goal-setting skills
- Learning from others' experiences



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Mentoring and coaching programs

Choose which program will suit you best

The complete program

- A chemistry call with a specialist to discuss your needs and goals
- (X6) One hour 1:1 virtual calls
- Regular check ins from your dedicated customer success manager

Members Rate: £1500/$1900+VAT
Non-members: £1600/$2050+VAT

The premium program

- A chemistry call with a specialist to discuss your needs and goals
- (X12) One hour 1:1 virtual calls
- Regular check ins from your dedicated customer success manager

Members Rate: £2700/$3400+VAT
Non-members: £2900/$3700+VAT

Mentoring and coaching experts

Here are just a few of our Propolis mentors and coaches:



Tony Lamb
Coaching Resume

As well as being the Propolis Data & Insights Expert, Tony is an ICF (International Coaching Federation) accredited coach. He has worked with many clients, from board level to newly promoted managers, helping them to find the best leadership version of themselves.

He has 30 years' experience of running and launching successful data businesses within FTSE 100 and SME organisations. He started his career in media sales, before moving into the direct marketing and data space, with his most recent client-side role as the Head of Product and Strategy at Royal Mail Data Services.

His roles have involved raising multi-million pound investments for strategic data-led projects, as well as leading high performance hybrid teams.
Tony's now a director at Nua Training, a people development company, where he runs Data and Leadership training courses, as well as providing coaching and mentoring services to Nua's clients.



David Van Shaick
GTM & Sales Enablement
Propolis Expert
Mentor

David Van Shaick was a part of the leadership team which grew The Marketing Practice (TMP) from £1m to £20m+ revenue, organically. As well as being responsible for the agency's strategy, positioning and IP, David also ran the operations for 3+ years. Additionally, David built an end-to-end B2B marketing training syllabus to improve the marketing skills across TMP.

His proudest achievement though is coaching and developing the next generation of leaders for the business. Now he is working with agencies and clients to create value through strategic marketing.



Jarmila Yu
Strategy & Talent Specialist
Mentor

Jarmila Yu is a globally ranked Top100 CMO, Chartered Marketer, multi award-winning businesswoman and proud mum.

She's spent 25+ years building and growing businesses, heading up marketing in start-ups, challenger brands and some of the world's largest brands. She knows the value of great marketing and what it takes to develop a successful marketing strategy and build high performing marketing teams.

A strong believer that marketing excellence AND marketing talent development are both essential for any business success, Jarmila dedicates time towards supporting and championing marketing and marketers.

She provides marketing careers mentoring for members of the CIM, the DMA and the Worshipful Company of Marketors; serves as the Chair of the Talent Council at the DMA and is the Strategy & Marketing Talent Specialist at Propolis where she leads the delivery of the Emerging Marketing Leaders Programme.

She's invested time training with The Association of Business Mentors to fulfil these extra-curricular roles.

As a mentor she'll act as a sounding board, listening to you, guiding you through periods of marketing career challenge and change.



Stephen Chandler
Coach and Business
Mentor

Stephen is a Life Coach and Business Mentor, with passion, experience and interest in the marketing and creative industries, and the people driving that agenda.

He believes in building an environment of trust for his clients, that stimulates and encourages self-reflection, focus and direction… and answers.

This is with the aim of helping to improve the results (and lives) of his clients, both on a personal basis and in a career or business context. As an effective sounding board, he helps unlock ambitious, practical and effective solutions to the challenges client's face. And he has career-coached people from all walks of life, from 17-70.

Having studied Psychology at university, he originally trained as a pilot, before starting a career in advertising management; first with network agencies and then latterly his own agencies. He has founded, run and exited four (successful) advertising agencies and one gaming company (abject failure).

To register for a Propolis Mentoring or Coaching Programme, please contact propolis@b2bmarketing.net.



Get in touch

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