



MENTORSHIP EXCELLENCE

Your Vision

- What is your 10 year vision personally and professionally?
- How will you use mentorship to get there?



The Story of Ditch Digger CEO

18 years old with experience paving driveways since 13 years old

Why I needed mentorship

- No guidance
- No clear path
- Huge ambitions



The Old Process

Talking to local contractors and wealthy driveway customers

- Started asking “can I sponge off you?”
- Very informal
- Valuable but not ideal



37 Years of Growth

- 1981-1993
 - Driveway Excellence
 - Rev 0-\$2,000,000
- 1994-2006
 - Parking Lot Excellence/Regional Leadership
 - Rev \$2-20,000,000
- 2007-2018
 - World Class Parking Lots, Trucking, Golf Business, Technology/ National Growth & Global Mentors
 - Rev \$20-220,000,000



10 Min Breakout

- Best Mentor in your life?
- Best Advice?
- Best Shared Experience?



Types of Mentorship



Industry Specific - Mentoring on an industry, learning about processes, procedures and best practices for industry leading companies as well as admired mentors in your own company



Leadership Specific - Mentoring on becoming a leader, learning how to manage people, how to inspire others to reach goals and how to be a servant leader

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Informal vs. Formal Mentorship

Informal Mentoring

- Calls
- Networking
- Friendships
- Reading
- Podcasts

Formal Mentoring

- Defined plan and schedule with a mentor
- Defined mentorship plan within your organization
- Join networking groups such as True Mentors, Score, EO, etc.
- Join associations
 - NPE, World of Concrete, World of Asphalt
- Mastermind Forum

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Bad Mentorship

- Giving directions
 - Mentor telling the mentee what they *should* do
- Theory driven mentoring
 - Mentor giving advice on things they haven't experienced
- No Accountability
 - Weak commitment from Mentor or Mentee
- No Passion
 - The mentor or mentee not caring about the industry, their role or the mentorship
- Entitlement / Not Giving
 - The mentor feeling entitled to receive praise
 - The mentee feeling entitled to receive guidance

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Great Mentorship

- Experience Sharing
 - Mentor relating experiences to the mentee
- Result driven mentoring
 - Mentor discussing real results from their experiences
- Accountability
 - Committing to the plan and schedule and coming prepared
- Passion
 - Both parties are passionate about the industry, their role or the mentorship
- Building a Win / Win Relationship
 - Ensuring both parties are happy with the relationship

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Hunting for a Mentor

What to look for

- Passionate leader of subject matter
- Similar values
- Constructive feedback
- Willingness to share skills, knowledge and good and bad experiences



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Mentor Hunting Grounds – *Anyone can reach out to anyone*

Reaching out

- Networking at Industry Organizations & Conferences
 - NPE, NAPA, State APA's, NCPA, etc.
- Business Leadership Organizations
 - EO, Vistage, TEC, YPO, etc.
- Social Media
- Emailing
- Introductions

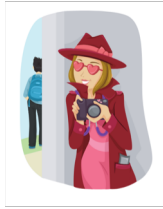


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Approaching your Target Prey (Mentor)

Things to remember:

- Get focused and be confident
- Know what you want before approaching (i.e. meetings, monthly coffee, email conversation, weekly phone calls, etc.)
- Let them know why you are choosing them in particular
- Just ask! The worst thing they can say is “no”



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When They Say “YES”

Start Strong! The first 3 months are important for setting the tone and direction of a mentorship

- Create a mutually reasonable process
- Be prepared
 - Have questions ready
 - Take notes
- Use technology when you can
 - Social media
 - Scheduling programs
- Follow up according to your plan



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My 10 Year Vision

Family & Personal

Professional

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Using Mentorship to Reach my Goals

Family & Personal

Professional

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10-15 Min Breakout

- What is your 10 year vision personally and professionally?
- How will you use mentorship to get there?



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Resources

Growing Mentor Intelligence - Alan Landry
Law of Success - N. Hill
Mentoring Articles (Forbes/Harvard Business Review)
Credibility - James M. Kouzes



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Build your vision, start hunting for your mentor, and accomplish your goals!



Questions?



Thank you

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