



Mentoring Challenge:
Goal Setting

Comms Plan and Timeline



Mentorloop

Contents

Mentoring Challenge: Goal Setting

A communications and time plan.

- [Recap](#)
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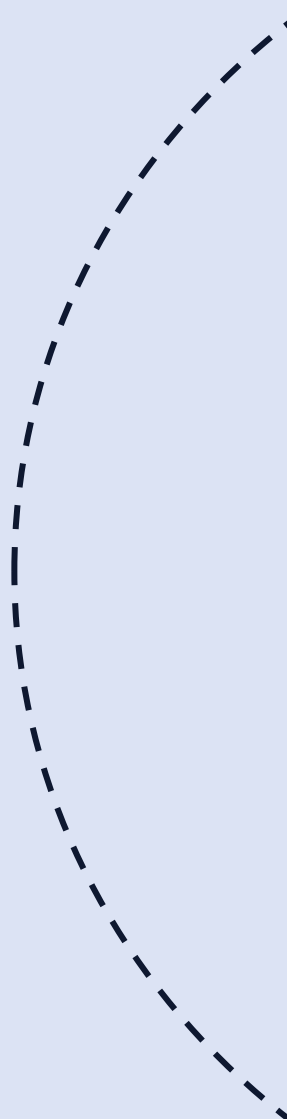
Comms templates:

- [Promote](#)
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**Click on the chapter titles to go straight to them!*

What is the challenge?

In a nutshell:

- Help your participants set goals in your mentoring program.
 - Your objective is for people to set goals in mentorloop. Simple!
 - It runs for July.
 - We provide you with everything you could need to achieve success - your way.
- 

Comms Timeline

Before the challenge starts:

JUNE

Date:	What
JUNE 14-16	Promote: Teasers
JUNE 19-26	Promote: Leverage Leaders
JUNE 26-30	Promote: Pre-Launch Awareness
JUNE 28	Kick off by attending one of our launch sessions

During the challenge:

JULY

Date:	What
JULY 3-7	Send Launch Comms
JULY 10-14	Send Encouragement
JULY 17-21	Send Encouragement
JULY 24-28	Send Reminder Comms

Promote the challenge

Letting people know what's coming up in July is easy.

We've provided some helpful message templates to get your communication plan started.

Need help creating assets?

[Use our customer Media Kit](#) to create web banners, social tiles and posters

Start having great Conversations:
A Partnership With Mentorloop

- Asking the Right Questions in Your Mentoring Sessions
- Being Intentional With Your Mentoring Time
- The Five W's: What Are They And How Do They Apply To Mentoring?
- 10 Ways To Have A Better Conversation With Your Mentor
- 73 Mentorship Questions To Ask Your Mentor Or Mentee

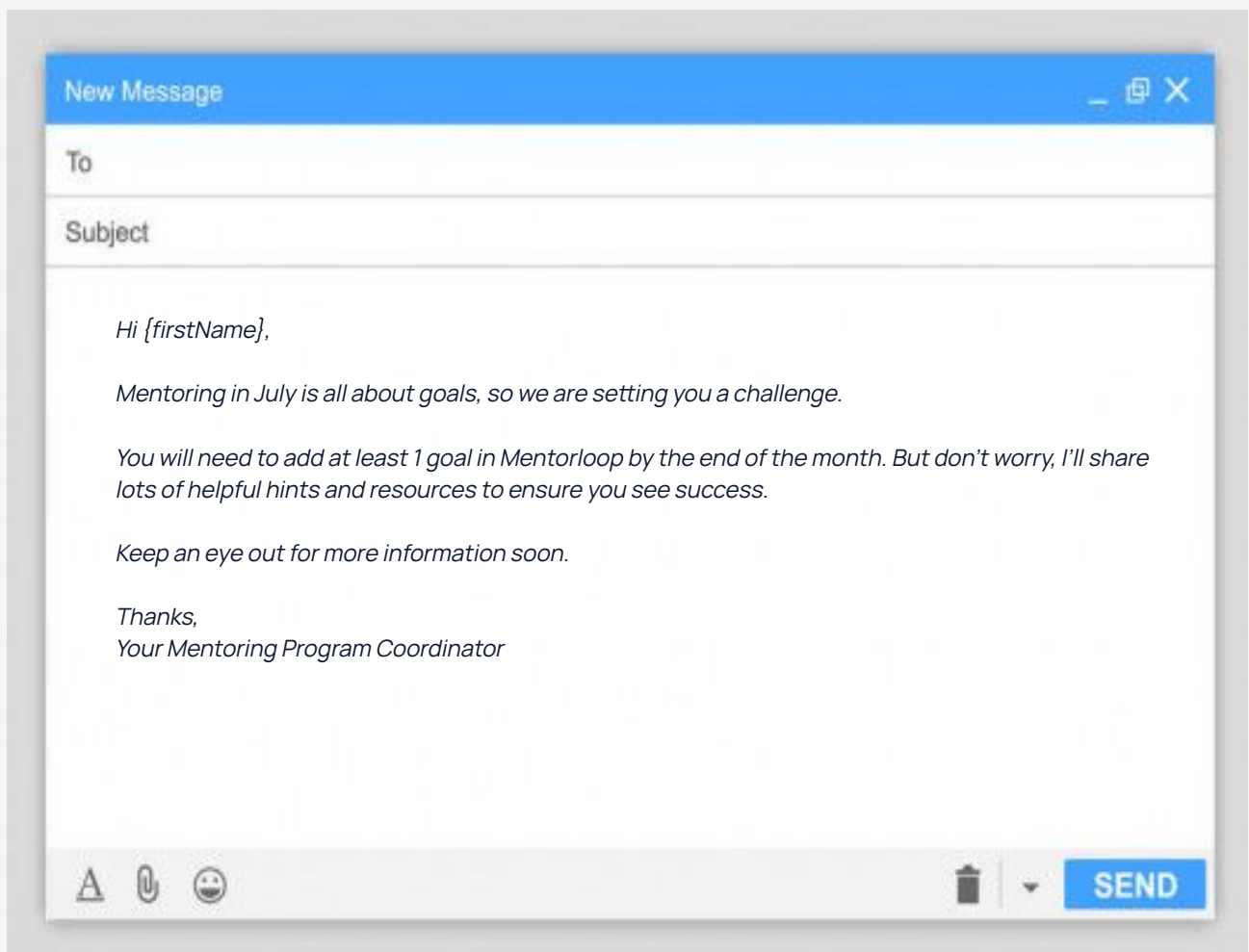
Find your life changing connection.
Join Hilton APAC Finance Mentoring Program today!

www.mentorloop.com

Email & Bulk Message

The classic email: great for getting word out there and providing a strong call-to-action. It's also a fuel-efficient way to reach everyone with minimal effort.

Short, simple messages like this one to invite potential participants to a launch event works great!



Social Media and Direct Messaging Platforms



If your organisation uses platforms like Slack or Teams, or if you have employee community channels on social media, take advantage of them! These are great tools for more direct communication with your participants.

Take a look at how Kmart's program coordinator used their personal and company [LinkedIn pages](#) to drum up some interest for their mentoring program.

Need help creating assets?
[Use our customer Media Kit](#)
 to create social tiles

Kmart Australia Limited 103,715 followers 1mo · 🌐 [+ Follow](#) ⋮

We are excited to let you know that here at Kmart, we have recently launched a formal Mentoring Program called Konnect!

Konnect supports our people strategy of ensuring Kmart is and continues to be a great place to work and grow together and we're pleased to announce that forty mentees and mentors have been selected to participate in this program with the aim to take the learnings and scale the program across the business!

Congratulations to all of them 🌟

This program was developed by a project team led by our People and Capability Business Partner [Emmalene Herrod](#) in partnership with Mentorloop. Additionally, see below for some further insights from our Program Co-ordinator [Callum Lloyd](#)

Well done team! 🎉

Callum Lloyd · 3rd+ Talent & Engagement Advisor at the Kmart Group 1mo · Edited · 🌐

Its been about 5 months since I started with [Kmart Australia Limited](#) and I thought I'd share something that we have been working on which I am proud of.

As part of our ongoing commitment to continue to grow team member skills and talent for our future success and to develop capable people leaders, today we launched our first ever mentoring program called Konnect.

This program gives our first-time leaders the opportunity to be mentored by a more experienced leader. Through this initiative, we aim to accelerate the capability of first-time people leaders to ensure that we develop a strong pipeline of talent across the business.

Well done to the team for making this dream a reality! [Emmalene Daniel Kerrie](#)

🌐 🌱 🎯 51 · 1 comment

Source: [LinkedIn](#)

JUNE 14-16

Teaser Message

Inform participants something exciting will be happening in July.

Hi {firstName},

Mentoring in July is all about goals, so we are setting you a challenge.

You will need to add at least 1 goal in Mentorloop by the end of the month. But don't worry, I'll share lots of helpful hints and resources to ensure you see success.

Keep an eye out for more information soon.

Thanks,
[Program Coordinator]

Want to add some proof?

Add a quote from real mentees and mentors. You can find some from your own Program in 'Sentiment' or use this real quote:

"After setting a specific goal, my mentor was very inspirational - providing lots of guidance on how to identify the things I really want and need in my career"

JUNE 19-23

Leverage Leadership

Ask your leadership team to promote your initiative via email, or your internal comms platform such as Teams or Slack.

Hi {firstName},

Mentoring at [INSERT COMPANY / ORGANISATION / COMMUNITY] in July is all about goals.

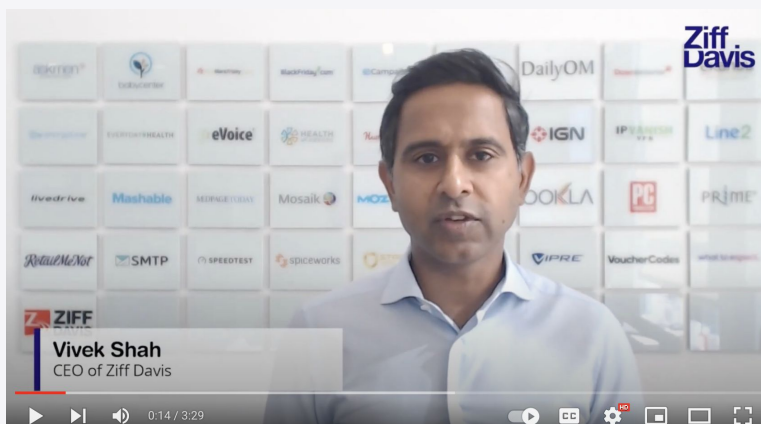
Goals are important for achieving your objectives. We strongly encourage you to take part in the Mentoring Goal Setting challenge as you enter the second half of the year.

If you're yet to join the program, sign up here: [add sign up link to your program]

Thanks,

Want some inspiration?

An email is great. But if you want to go above and beyond, see how Ziff Davis used their leaders to encourage participation with a short video:



JUNE 26-30

Pre-launch Awareness

Pre-launch Message 1

Hi {firstName},

We're half way through the year, so it's time to think about how you're progressing.

You will need to add at least 1 goal in Mentorloop by the end of July. Before we start, [perhaps begin reflecting on your year so far?](#)

Keep an eye out for more information soon.

Thanks,
[INSERT YOUR SIGN OFF]

Pre-launch Message 2: Workshop

NOTE: If you plan to run a workshop, Mentorloop will provide you with templates, but it's up to you as the Program Coordinator to facilitate the workshop.

Hi {firstName},

We're about to officially start our July mentoring challenge.

You will need to add at least 1 goal in Mentorloop by the end of the month.

[OPTIONAL: Keep an eye out for more resources and an upcoming goal setting workshop which will help you and your mentoring partner complete this before June 30].

[Include Dates of Workshop]

Thanks,
[INSERT YOUR SIGN OFF]

Launch & Encourage

Launch the challenge in July, with ease.

We've also provided some helpful message templates so you can be a voice of encouragement throughout the challenge.

Want to create some assets?

[Use our customer Media Kit](#) to create web banners, social tiles or posters

Decorative dashed lines in the bottom right corner of the page, consisting of two overlapping curved lines that create a sense of movement and depth.

Launch

Let your participants know what to expect this month - depending on the tools you choose to use from the toolkit provided!

Hi {firstName},

It's time to start the challenge! What will happen over the next month to ensure you progress in your mentoring journey?

[INCLUDE RELEVANT ACTIVITIES YOU WILL BE PROMOTING]

- *E.G. Goal setting resources to work through with your mentoring partner.*
- *E.G. Participate in our upcoming goal setting workshop [ADD DATES]*
- *E.G. Get inspired by real people, who after sharing their goals, have seen meaningful progression.*

I'm confident this will help you get closer to achieving your objectives.

Thanks,

Encouragement

Why Goal Setting is important

Hi {firstName},

How do you know where to direct your effort, without a target?

Goal setting will help you:

- Create purpose
- Focus your intentions
- Overcome procrastination
- Drive motivation
- Achieve fast results
- Foster accountability.

[Set your goals in mentorloop today.](#)

Get inspired. Success stories from real people.

Hi {firstName},

Looking for inspiration? Here's how setting goals helped others achieve their objectives.

[Add a quote from real mentees and mentors. You can find some from your own Program in 'Sentiment' or use one from the '[Snippets](#)' resources provided]

Encouragement

Reflection - an important part of the process

Hi {firstName},

it's important to [periodically reflect](#) on how it's going in order to help with performance, and ultimately get the most out of it.

Reflecting individually—but also together with your mentor or mentee—can help you both be more aligned, see what's working and what's not, and even help you in future mentoring partnerships.

Maybe the process of Reflecting is your goal for this month? If so, put it in Mentorloop today.

Set your intentions

Hi {firstName},

What are your intentions in July?

These resources might inspire you:

[\[Select resources from this page\]](#)

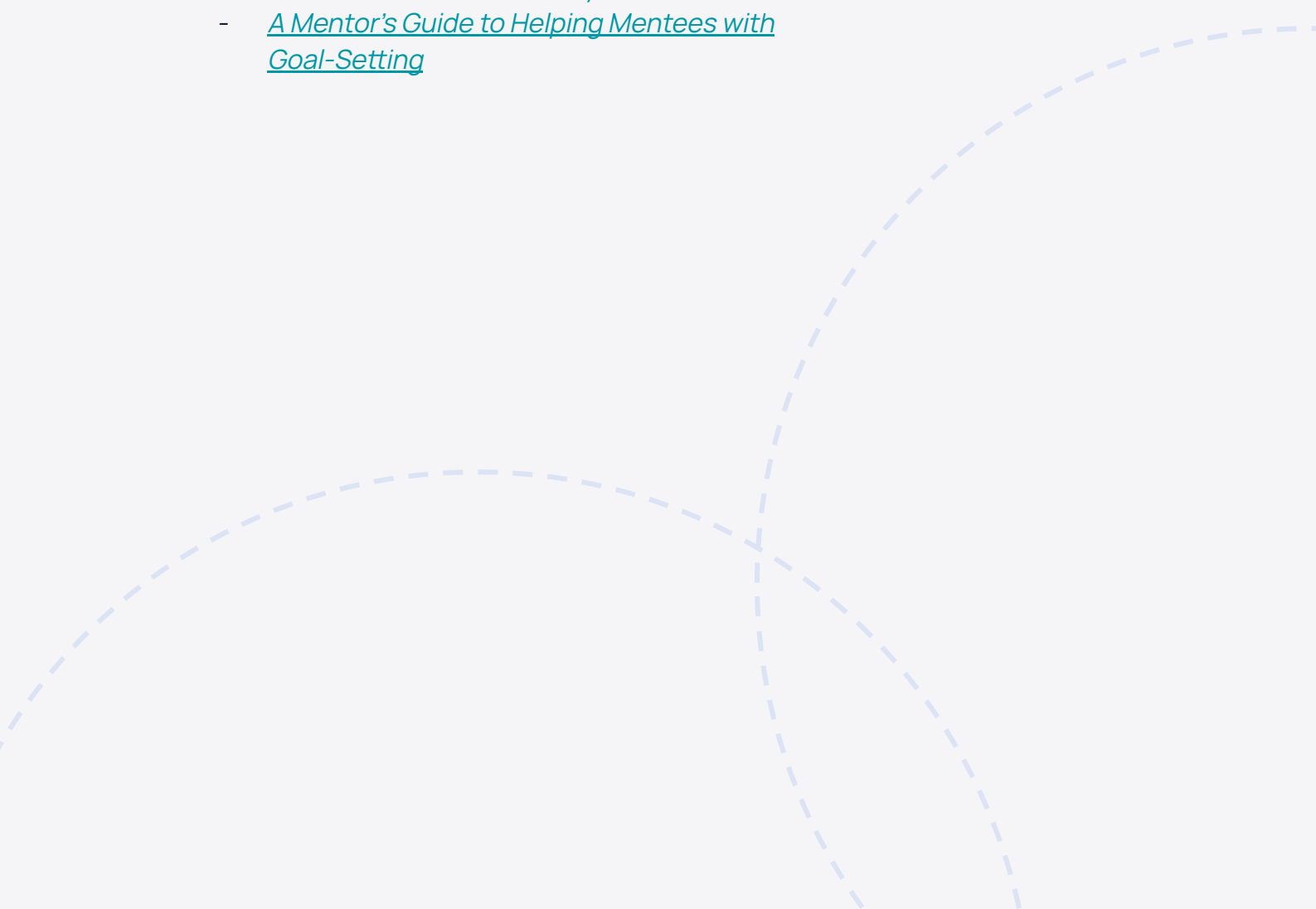
Think about what you'd like to have achieved by July 31st.

Encouragement

Some helpful resources

Hi {firstName},

Still working towards your goal? Or maybe you still haven't figured out what your goal is. That's okay, here's some resources to help you:

- [The Power of Goal-Setting](#)
 - [The Mentorloop Goal-Setting Framework](#)
 - [Set incremental challenges to achieve your goals](#)
 - [How a Mentor can benefit your career](#)
 - [A Mentor's Guide to Helping Mentees with Goal-Setting](#)
- 

Reminders

Reminder: Expectations

Hi {firstName},

You have 1 more week to schedule your goals. You need to have at least 1 in Mentorloop.

Bonus points if you've already ticked them off!

You might also like to include [resources from this page](#)

Reminder: Deadline

Hi {firstName},

It's the final few days of the Goal Setting mentoring challenge.

Here's a checklist for you:

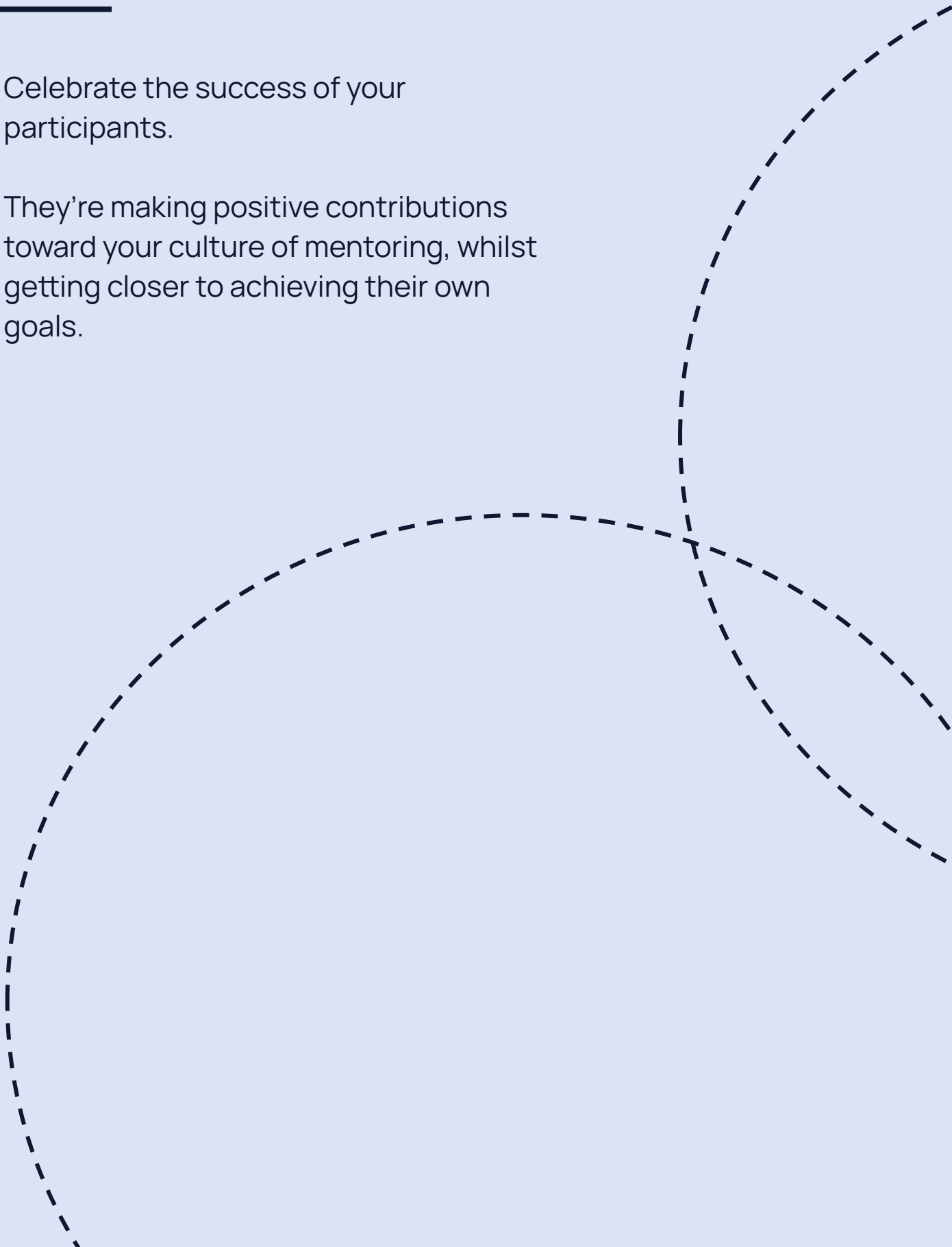
- Set and share at least 1 goal*
- Bonus points if you complete some of the tasks within your goal.*

We'll be celebrating those who participated soon.

Celebrate

Celebrate the success of your participants.

They're making positive contributions toward your culture of mentoring, whilst getting closer to achieving their own goals.



Celebrate & Close

Thanks for participating!

Hi {firstName},

Thanks for being a valued participant in our mentoring program. Making an effort to set goals means you're closer towards:

- Creating purpose
- Focusing on your intentions
- Overcoming procrastination
- Driving motivation
- Achieving fast results
- Fostering accountability.

Thanks,

Share your Journey on LinkedIn

Hi {firstName},

Congratulations on completing the July Goal Setting Challenge! You've taken such a positive and productive step in your mentoring journey - one that merits sharing to your network!

Sharing your goals with your network can help you build out your [personal advisory board](#).

Goal Setting Resources

You know what you're sending and when. Want to provide some helpful resources or success stories from real people?

Here's a library you can choose from.

- [*The Power of Goal-Setting*](#)
- [*The Mentorloop Goal-Setting Framework*](#)
- [*Set incremental challenges to achieve your goals*](#)
- [*How a Mentor can benefit your career*](#)
- [*A Mentor's Guide to Helping Mentees with Goal-Setting*](#)
- [*How to set goals in Mentorloop*](#)
- [*Harnessing your Strengths*](#)
- [*Unlock Motivation and Achieve Goals Through Counterfactual Thinking*](#)
- [*Self Determination Theory: Finding & Using your Intrinsic Motivation*](#)
- [*Leverage a Growth Mindset to Achieve your Goals*](#)

Ted Talks that inspire:

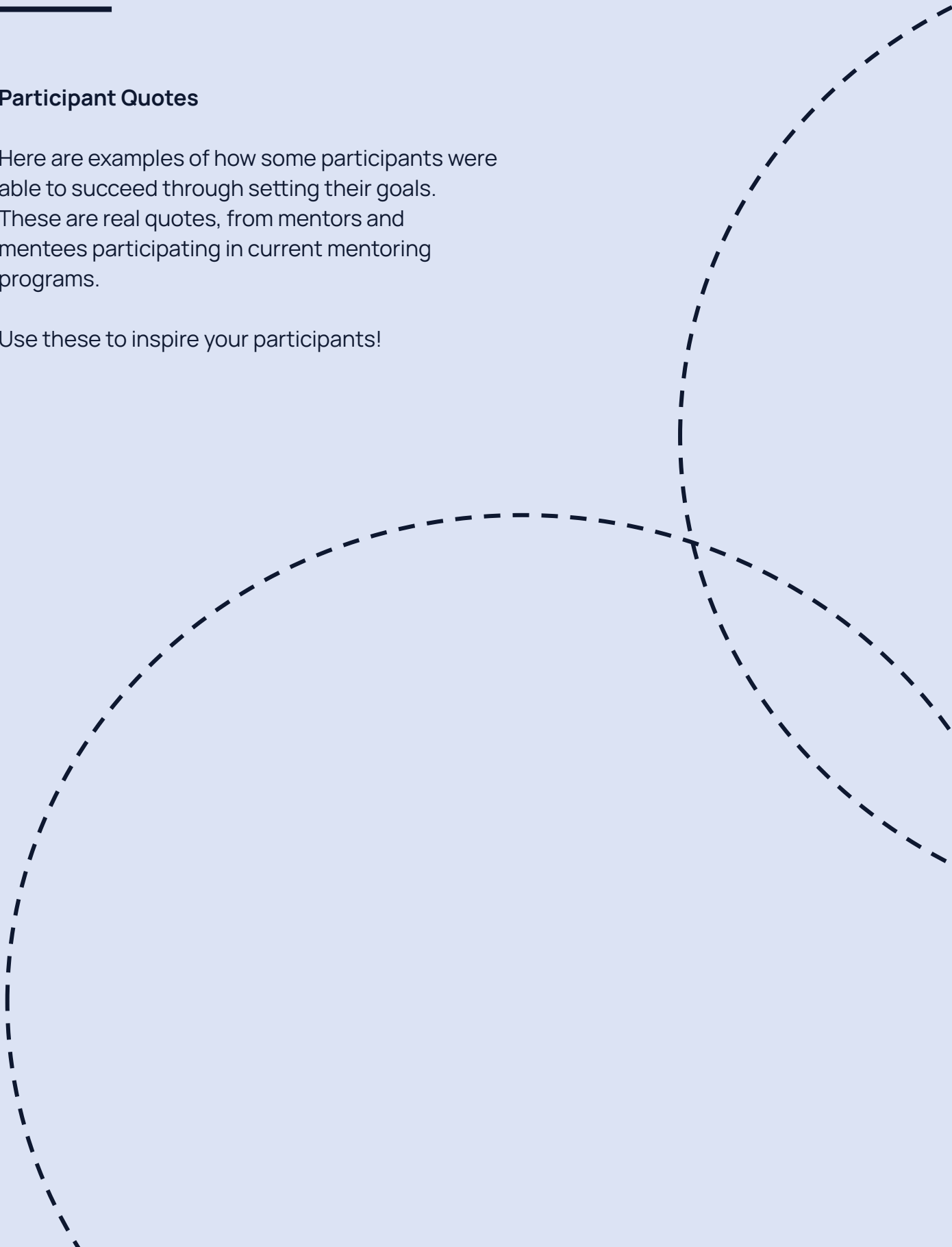
- [*Setting Goals that Matter*](#)
- [*Your Unique Story Can Get You Hired*](#)
- [*The Secret to Success is Setting the Right Goals*](#)

Success Stories

Participant Quotes

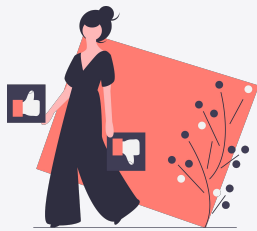
Here are examples of how some participants were able to succeed through setting their goals. These are real quotes, from mentors and mentees participating in current mentoring programs.

Use these to inspire your participants!



Goal Setting Success Quotes

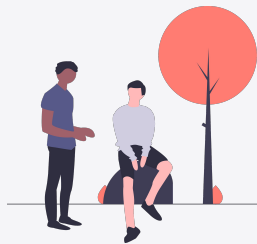
Comments from our Mentors



"Mentee is really enthusiastic and invested in improving - she knows where she wants to get to and is putting goals in place to get there. She's very personable and positive which makes our conversations enjoyable."



"Our first session was spent trying to understand their goals and setting them up for success. I have realised the support my Mentee requires is navigating through the exact challenges I faced in the industry 5 years ago."



"My mentee has been taking a keen interest in progressing his goals and diligently contributing to his future. Punctual; insightful - everything one would expect and be delighted in a mentee."



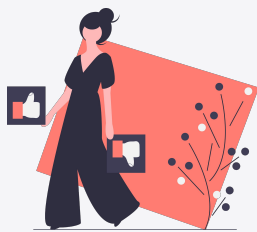
"She is showing very good progress with all the suggestions that I have given her as part of her mentoring goals. She takes the suggestion, implements it and reports back her progress and satisfaction with the suggestion(s). Good work."



Marta knows her goals, and she is focused on them. She always has a lot of questions, and very specific cases to talk about. I'm very impressed by her attitude!

Goal Setting Success Quotes

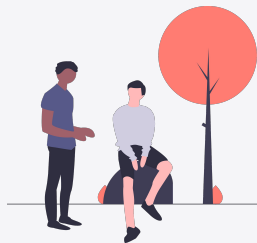
Comments from our Mentors



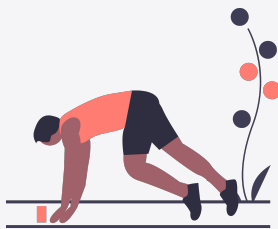
"My mentee shared her goals with me ahead of our meeting, and today, we discussed how she can break it down and make SMART goals so as not to be overwhelmed."



*"My mentee is really working on her goals, she set a goal to increase her revenue by 30% but has actually achieved. 80%. She has learnt to work **on** her business and not **in** her business which was a difficult thing to do at first - but now she is so comfortable and trusts her team to do the work."*



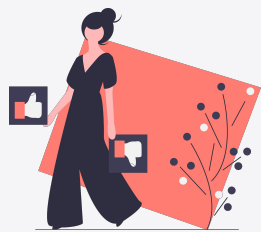
"Excellent mentee, dedicated to focusing on the relationships and lessons learned from the wider group. She worked hard to challenge herself with a clear set of goals she wants to reach in the short and long term for her career."



"She has high potential, high energy, very professional and she is very committed. She has a clear picture of all the things she wants to accomplish, and I know she will. We worked on SMART Goal - walking through all the targets on her list. So, to enjoy the journey and her day to day success, she needs to celebrate her accomplishments every day. It is so inspiring to see young women like my Mentee opening their future."

Goal Setting Success Quotes

Comments from our **Mentees**



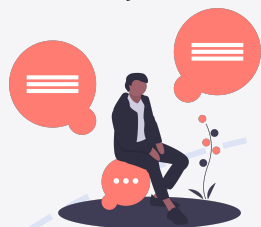
"My mentor was a great fit. We took time today to go through my SMART goals and I now have an action plan in place on what needs to be more detailed and timelines on when these goals will be achieved."



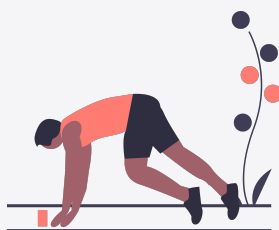
"It was really productive, we established a Long term Objective, and divided it into several SMART Goals. My mentor has been a great fit for me, she is really patient, a good listener, and has given me a lot of assistance in having clarity for my goals. I'm really happy with all the advice she has given me."



"My Mentor is a person who engages in a mentor-mentee relationship. She listens to problems and suggests paths to follow to solve them. She clearly formulates actions to the goals I set."



"The sessions with my mentor were fantastic. We had a great match and scheduled 5-6 sessions with dedicated topics for each session to achieve the goals we set at the beginning"



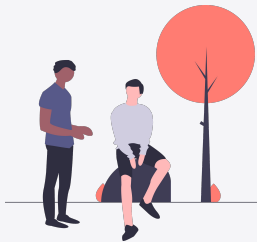
"With the sessions, I was able to achieve my set goals, gain confidence, and build relationships with stakeholders and my mentor, including: performed tasks (communication, catch-ups) to practice/enhance my communication and management skills, further my knowledge on the business, have a positive mindset towards my role, learned a lot of tips relating to my current role and better understand my value in the company. All the sessions are meaningful and fun."

Goal Setting Success Quotes

Comments from our **Mentees**



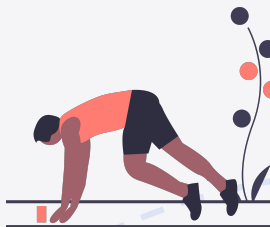
"My mentor was a very inspirational mentor providing lots of guidance on how to identify the things I really want and need in my career"



"We went through the goals I had set and we were able to break them down even further. The meeting had me realising how goals can be set better. and now I want to prepare in case my goals do not go as planned."



My mentor is phenomenal! She was always present, always responsive and everything I was seeking in a mentor. Her knowledge and advice have been encouraging and empowering. This partnership has been instrumental in helping me reach specific goals, and tracking progress on future goals"



"My mentor played a big role and supported my career and personal goals. She provided valuable, thoughtful, clear insights and guidance as to how I can work and achieve all the milestones. She continues to inspire and encourage me!"

Summary

In this plan, we provided Comms templates related to:

- Promoting the challenge
- Launching & encouragement during the challenge
- Celebrate your success
- Share some extra resources to support your initiative.

We hope that this helps you effectively communicate to your participants and take charge of your mentoring program!

For more information, resources, and guides, head to:

[HelpHub](#)

[Blog](#)