



The Association of
Accountants and
Financial Professionals
in Business

2019-2020

Louisville Chapter IMA Student-Mentor Program Guide



The Association of
Accountants and
Financial Professionals
in Business

Revised 08/2019 by ZH

LOUISVILLE CHAPTER



The Association of
Accountants and
Financial Professionals
in Business

Welcome to the Student-Mentor Program!

Your participation will make a difference because you are the voice of the profession!

The Student-Mentor Program Basics

Purpose: To pair college students or recent graduates with seasoned professionals so that the mentee can learn from the mentor.

Student Learning Objectives:

- 1) Management Accounting
 - a) Management accounting vs public accounting
 - b) Understand how the mentor applies or uses management accounting in their profession (a day in the life...)

- 2) Professional Marketability
 - a) personal branding
 - b) interview fundamentals
 - c) building a powerful resume / profile
 - d) networking

- 3) Leadership / Personal Development
 - a) How to practice, develop and demonstrate leadership skills (through courses, volunteering, clubs and organizations, community service, etc.)
 - b) Team work and collaboration
 - c) Understanding strengths and weaknesses



The Association of
Accountants and
Financial Professionals
in Business



Getting Started

Qualifications for Participation in the Mentor Program

Mentors: Must be a gainfully employed professional of good standing in their organization and community. Must have knowledge of management accounting topics. Mentors must utilize, apply or teach management accounting in their profession. Must be willing and able to dedicate the time and resources necessary to lead a mentee through the entire program. Must be an IMA Member.

Mentees: Must be a student or young professional member of the IMA. College student, must be in good standing with their University. Must be willing and able to dedicate the time and resources necessary to complete the program in its entirety.

How to Participate

1. Join and Enroll

- a) Join the IMA. If you are already a member go to step (see us for Chapter Discounts)
- b) Enroll in the Student-Mentor Program (Please check on your Chapter website)
- c) Email Louisville IMA at Louisville@IMACHapter.org to notify that you have enrolled in the mentor program

DISCOUNTS AVAILABLE – PLEASE CONTACT THE CHAPTER

2. Complete ALL program requirements

Program requirements are outlined below for both students and mentors

Program Structure

Duration: Approximately 2-3 months

Meetings: up to 10 meetings (see details below)

Meeting venue: In person, telephone, Skype, etc.: To be determined by the mentor

Please keep in mind that this program requires a time commitment.

IMPORTANT: There are several tasks that will require you to plan ahead. Make sure you review these items first and set dates as early as possible.

- a. Job Shadow
- b. Networking Event
- c. Mock Interview





Time Commitment

In order to successfully complete the Program during a standard college semester the estimated time commitment is as follows.

1. Regular Student-Mentor Meetings: 4-7 meetings (30-60 minutes)

Regular meetings include:

- One-on-one meetings
- Networking event
- Student night
- Job shadowing
- Other as recommended by the Program Guide

2. Group Event for Student-Mentor Participants: 3 meetings (1-3 hours)

Group events serve as opportunity to meet with the other students and mentors, network, exchange ideas, engage and build lasting meaningful professional relationships.

* Semester Kickoff Event (Usually a breakfast/brunch)

* Mid-Semester Check In and Team Building (may count as networking event)

* Semester Program Conclusion & Achievement Ceremony (Usually a brunch/lunch)

IMPORTANT INFORMATION

If you have any immediate concerns, have difficulty connecting with your mentor/student or other issues that would negatively impact your ability to successfully complete this program, please contact the Program Administrator or Louisville Chapter at Louisville@IMChapter.org immediately.

Do not wait until the next group meeting or late in the semester!





7-Step Mentor Guide

Meeting #1 – Program Overview

- 1) About the Mentor Program
 - a) Review program format, meeting agenda, learning objectives and expectations
 - b) Discuss meeting schedule. What are the best times to meet? What is the best venue?
- 2) About you - the mentor:
 - a) Explain who you are and what you do for a living.
 - b) Share the story of your career, explaining how you got to where you are today.
- 3) About Management Accounting
 - a) Discuss what management accounting is and how you use it, apply it, or teach it in your everyday life at work.
 - b) Compare and contrast management accounting versus financial accounting.
 - c) Compare and contrast public accounting versus corporate accounting
- 4) Next Meeting Homework - the next meeting is all about the student-mentee.
 - a) Ask your mentee to create a vision statement that captures where she wants to be in her career in five years and what she wants to be known for. Ask her to bring it to the next meeting.
 - b) Ask your mentee to create a resume and bring it to the next meeting.
 - c) Ask your mentee to create or update his LinkedIn profile prior to the next meeting.

Meeting #2 – Get to Know Your Student

- 1) About the Student-Mentee
 - Ask your mentee to share their story. How did they end up where they are?
 - Why did they choose accounting?
 - What do they want to achieve in their career?
- 2) Review the Student-Mentee's resume and clarify his/her career vision. Lay the foundation for personal branding.
- 3) Review the mentee's vision statement. Ask insightful questions and make suggestions to ensure the vision statement is in alignment with the mentee's career goals.
- 4) Discuss actions required to achieve the mentee's five year goal / vision.
- 5) Exchange, review and discuss each other's resumes (and Linked In profiles).



- How are key achievements represented?
- Are there differences in how you each "sell yourself"?



Meeting #3 - Personal Branding

- a) Discuss personal branding and help the mentee decide what their own personal brand will be.
- b) Discuss volunteer activities, clubs or professional organizations to join, certifications to pursue, internships, and / or courses to take which will lay the foundation for making the mentee's vision statement a reality and will build the personal brand.
- c) Encourage the mentee to regularly update her LinkedIn profile and resume to reflect actions taken in "b." above.
 - Stress the importance of articulating and selling the personal brand in writing and on social media.
 - Review the resume / profile when updated.
 - Provide feedback.
- d) Have the mentee write an "elevator pitch". Review it with them at the next meeting or in between meetings. The elevator pitch should capture their personal brand and vision.

Meeting #4 - Job Shadow

- a) Take 10-15 minutes to review your Student-Mentee's elevator pitch. This meeting will be a great opportunity to put it into practice.
- b) Suggestion: Introduce your mentee to one or more of your contacts who could prove to be a valuable professional network contact for them.
- c) Suggestion: Take your mentee along on a business lunch meeting. (Elevator pitch)
- d) Suggestion: Show / teach your mentee about a project you are leading/involved in. Debrief afterwards. Highlight the pros and cons of your job / profession. Discuss how well the mentee's elevator pitch worked.

Meeting #5 - Network together

Plan ahead!

- a) Suggestion: Introduce your mentee to one or more of your contacts who could prove to be a valuable professional network contact for them.
- b) Suggestion: Attend a local industry or professional networking or educational event together.
- c) Suggestion: Volunteer together or participate in a community based group activity together.





Meeting #6 – Interview

- a) Schedule a time for you or a colleague to interview the mentee as if they were actually interviewing for a job.
- b) Have the mentee dress the part, bring a copy of their resume and references, etc.
- c) Evaluate the mentee's interview skills and provide feedback at the next meeting.

Meeting #7 – Review & Coaching

- 1) Discuss the interview and give feedback.
- 2) Share advice based on your experiences
- 3) Share all the information you wish someone would have shared with you when you were starting out.
- 4) Talk about ethics: what business ethics mean, the importance of ethical conduct, working with integrity, and continuing ethical education.
- 5) Prepare for the end of your formal mentoring relationship. Take stock of lessons learned, directions taken, and what still needs to be accomplished.
- 6) Identify strengths – Discuss your mentee's strengths, ways he can further develop these skills, and potential problems that can result from over-reliance on them.
- 7) Target weaknesses – Discuss your mentee's weaknesses, ways she can strengthen her skills in these areas, and the potential advantages they can offer.

Optional Additional Activity Suggestions

Role Play

- Role play how to address a challenging situation to practice skills. Ex. An upcoming interaction that the mentee is unsure about or would like guidance for.

Provide Feedback

- Review or observe and provide feedback on a presentation, report or project your mentee has prepared.

Book Club

- Read a business / professional book or article and discuss your thoughts about it (or read and discuss one chapter at a time)

Interpersonal Skills:

- Talk about the types of people your mentee finds most difficult to work with, and strategies for more effective interactions with them. Talk about the types of people your mentee most enjoys working with and review why.



Congratulations! You're finished!



7-Step Student-Mentee Guide

Meeting #1 – Program Overview

- 1) About the Mentor Program
 - a) Review program format, meeting agenda, learning objectives and expectations
 - b) Discuss meeting schedule. What are the best times to meet? What is the best venue?
- 2) About your mentor:
 - a) You can expect the mentor to take the lead and share his/her career story but please, ask questions. It will help you both get a better understanding of each other and your expectations.
 - b) Ask the story of your career, explaining how you got to where you are today.
- 3) About Management Accounting
 - a) Discuss what management accounting is and how your mentor applies it in his/her everyday work.
 - b) Learn more about the contrast management accounting versus financial accounting.
 - c) Ask about the contrast between public accounting versus corporate accounting
- 4) The next meeting is all about you. Here's some homework to get you prepared
 - a) Create or update your resume and bring it to the next meeting.
 - b) Create or update your LinkedIn profile prior to the next meeting.

Meeting #2 – It's all about you!

- 1) Share your story with your mentor.
 - i. How did you end up where you are?
 - ii. Why did you choose accounting?
 - iii. What is your ultimate career goal?
- 2) Work with your mentor to clarify your vision to lay the foundation for your personal brand.
- 3) Discuss actions required to achieve your five year goal / vision.
- 4) Exchange, review and discuss each other's resumes (and Linked In profiles).
 - a) How are key achievements represented?
 - b) Are there differences in how you each "sell yourself"?





Meeting #3 – Personal Branding

1. Discuss personal branding
 - What it is and how to achieve it.
 - How to align personal brand with your career vision statement
 2. Bringing your Brand to the Market
 - Discuss volunteer activities, clubs or professional organizations to join
 - Learn about certifications to pursue
 - Ask about Internships, and / or courses to take to lay the foundation for making your vision statement a reality and will build the personal brand.
 3. Next Meeting Homework: Elevator Pitch
 - You will need write an “elevator pitch”.
 - Look for resources online which will help you get started.
 - Be prepared to give your "elevator pitch" to your mentor at your next meeting
- Elevator pitch should capture your personal brand and career vision.

Meeting #4 – Job Shadow

VII. Job Shadow

- a) Take 10-15 minutes to review your elevator pitch. This meeting will be a great opportunity to put it into practice.
- b) Your mentor may invite you to attend a meeting, visit their work, or learn about a project
- c) Be prepared to use your elevator pitch when you are introduced to people.
- d) Debrief afterwards.
 - Discuss pros and cons of the mentor's profession.
 - How did your elevator pitch work when you met new people?

Meeting #5 - Network together

- a) **Plan ahead!**
- b) Your mentor or the Chapter will be great resources to help you with this meeting. The goal is to get introduced to one or more of contacts who could prove to be a valuable professional contact for your career after graduation
- c) Suggestion:
 - Attend a local industry or professional networking or educational event
 - Volunteer together or participate in a community based group activity together.
- d) Don't forget to send LinkedIn invites to the contacts you met while networking





Meeting #6 – Mock Interview

- a) Your mentor or his/her colleague will schedule a mock job interview.
 - Dress the part, practice, provide an advance copy of your resume
 - Bring a hard copy of your resume with you.

Meeting #7 – Review & Coaching

- a) Receive feedback on your interview and use it to improve your interview skills.
- b) Get career advice from your mentor.
- c) Discuss Business Ethics
 - What do business ethics mean to your mentor?
 - What ethical dilemmas has your mentor faced and how did they handle them?
 - How would you have handled the same situation?
- d) ASK QUESTIONS
What did your mentor wish someone would have told him or her when they were starting out?



Congratulations – YOU'RE FINISHED





Concluding the Program

1. Make sure you have completed all activities
2. Complete Program Evaluation
3. Don't forget to connect with your Peers and Mentors to stay in touch
4. Celebrate!

Use this page to write important notes or information:

My Student/Mentor Name	
Phone	
Email	
Profession/other notes	





Meeting Calendar

DATE	Meeting/Description
	GROUP EVENT: Semester Kickoff Event Meeting #1 – Program Overview Majority of the meeting's topics are covered during the Semester Kickoff Event, including brief introductions.
	Meeting #1 – Program Overview Meeting #2 – Get to Know Your Student Student-Mentor 1-1 Finish Meeting #1 to allow for more in depth introductions and begin work on Program Assignments
	Meeting #3 - Personal Branding Student-Mentor 1-1 Meeting
	GROUP EVENT – Mid Semester Check In Depending on the type of venue/event, this meeting can be considered your networking event. This may count as Meeting #5 provided that all requirements are fulfilled: Using Elevator Speech Getting to know a new person
	Meeting #4 - Job Shadow Student-Mentor 1-1 Meeting
	Meeting #5 - Network together Student-Mentor 1-1 Meeting
	Meeting #6 – Mock Interview Student-Mentor 1-1 Meeting
	Meeting #7 – Review & Coaching Student-Mentor 1-1 Meeting
	GROUP EVENT: Semester Conclusion & Achievement Ceremony This event is intended to recognize your accomplishments by being active participants in the Student-Mentor Program If needed, we will allocate 15-30 minutes time to help you wrap up Meeting #7

