

Mentorship Guide for Mentors



Green Career Centre

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● Introduction to Mentorship

Mentorship is a beneficial tool for personal and professional development for both the mentee and the mentor (American Psychological Association, 2021).

- As a mentor, you have the responsibility to...
 - Focus on the growth and development of the mentee
 - Supplement the mentee's learning experiences and career journey through regular training and ongoing coaching.
 - Share your experiences, insights, and feedback that help the mentee achieve their learning objectives.
 - Actively listen to the mentee's goals and needs to identify important learning opportunities that support their aspirations.
 - Be a role model for your mentee.
- Mentorship has many benefits for the mentor, including...
 - Enhancing leadership and communication skills
 - Being more satisfied and committed to their career compared to non-mentored individuals
 - Developing active listening skills
 - Growing one's professional network
 - Feeling more empowered and confident in one's career abilities (Cronin, 2019).
- Throughout this guide, we'll delve into key areas that you should help your mentee with, from expanding their network to securing their green job. By sharing your experiences, guidance, and passion for sustainability, you will be motivating mentees to make an impact in the environmental sector and support their growth to become climate changemakers.

● Introduction to Mentorship

- **Mentor Introduction to Mentee**

- Mentors and mentees should introduce themselves and their backgrounds. Discuss your interests, goals, and expectations for the mentorship. As a mentor, you can introduce yourself to the mentee by following a template such as this one:

- **Mentor Introduction Template:** “Hello [insert mentee name]! My name is [insert your name] and I currently work in a [insert position] at [insert organization]. As a mentor, I’m hoping to help you with your professional development by answering any questions you may have and providing advice based on my experiences in the sustainability sector. I would also like to set a schedule for when and where we should meet on a timely basis. I look forward to having more discussions with you!”

- Let’s apply this template by crafting an example:

- “Hello, Jalessa! My name is Maurice and I currently work as an Environmental Engineer at Teck Resources Ltd. As a mentor, I’m hoping to help you with your professional development by answering any questions you may have and providing advice based on my experiences in the sustainability sector. I would also like to set a schedule for when and where we should meet on a timely basis. I look forward to having more discussions with you!”



● Professional Development Opportunities

As a mentor, you can help your mentee grow by providing them with professional development opportunities that will make your mentee a more employable candidate.

- **Identifying Strengths and Areas for Growth**
- To identify which professional development opportunities would best fit your mentee, ask them about their career interests and what career path they envision themselves having in the future. Afterwards, ask them which skills (soft or technical) they would like to develop or learn more about.
- Once you identify these areas, identify a diverse range of professional development opportunities that can help expand the knowledge and skills of the mentee based on their career interests.
- Ensure that the professional development opportunities you provide are low cost and accessible as many mentees may experience financial barriers in accessing professional development opportunities.



● Professional Development Opportunities

- **Online Courses and Certifications**

- Online courses and certifications can help mentees develop their soft and technical skills and be more attractive candidates to employers. These courses are generally more affordable than traditional educational attainment programs and more flexible to fit into one's schedule. Moreover, these courses allow mentees to monitor their progress and proficiency in the skill that they are developing.

- Common learning platforms for mentees in the sustainability platforms that they can access include [LinkedIn Learning](#) and [Alison](#). These platforms offer courses in sustainable design, environmental land management, and various other topics in the sustainability sector.

- For instance, your mentee might want to learn more about sustainable development goals and circular economy initiatives, you could recommend [free courses from the United Nations](#) that cover these topics such as "Circular Economy and the 2030 Agenda" and the "Environmental SDG Indicators".



● Professional Development Opportunities

- While online courses and certifications can help a mentee develop sustainability knowledge and green skills, emphasize how they can apply that knowledge and skills into practice through volunteering, class projects, internships, and fellowships. You can also encourage mentees to utilize these skills and acquired knowledge to develop their projects to showcase the skills that they learned.

- **Workshops and Webinars**

- Introducing mentees to workshops and webinars you believe will fuel their career development is another professional development opportunity that mentors can present to mentees.



- At the Green Career Centre, we have hosted various workshops and webinars such as the “How to Land a Sustainable Job” workshop and the “Women in Sustainability” webinar. These events have encouraged mentees to develop relationships with like-minded sustainability professionals who can provide relevant advice for their career path.

● Professional Development Opportunities

- **Conferences, Seminars, and Career Fairs**

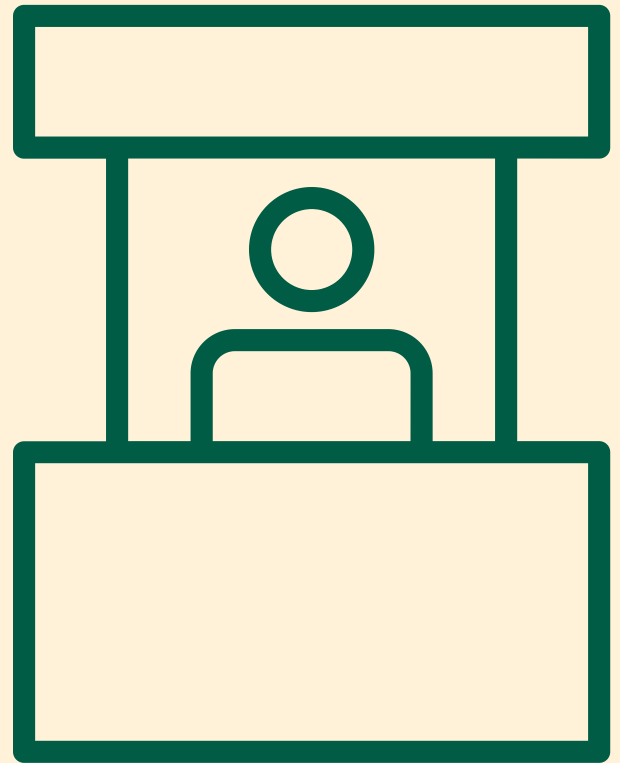
- Mentors can recommend conferences and seminars that mentees should attend based on the mentees' career interests. Moreover, mentors can help mentees be prepared for attending conferences and seminars by providing clothing recommendations, networking tips, and being aware of new industry trends in the sustainability sector. Emphasize the importance of attending conferences and seminars such as expanding their professional network, learning new ideas and industry trends from researchers and professionals, and developing their communication and presentation skills.



- One way that you can find events for mentees to attend is by using [Eventible](#) or [Eventbrite](#). These websites help users find virtual and in-person events to attend. Try suggesting events that are low-cost or free and are close to their location or virtual. This will help mentees face fewer barriers when signing up to attend sustainability events.
- If the mentee is in university, encourage them to attend sustainability events hosted by student-run organizations and clubs to meet other students passionate about sustainability.

● Professional Development Opportunities

- Career fairs are also an excellent way to expand a mentee's professional network. Encourage them to attend career fairs if they are happening near their location or virtually. Each year, the Green Career Centre hosts its annual Green Career Fair and many of the attendees received professional development funding and support, expanded their professional network, and received interview offers from employers. Share the benefits of attending career fairs such as the ones previously mentioned to motivate your mentee to attend one.
- If your mentee is planning to attend a career fair, help your mentee prepare for the event by assisting them with crafting their elevator pitch and presentation skills and giving example questions that they could ask employers at career fairs.



● Resumes and Cover Letters

Mentors can play a pivotal role in helping mentees create effective resumes and cover letters that showcase their skills, accomplishments, and passion for sustainability. By optimizing their resume and cover letter, mentors can help mentees secure job interviews which can lead to job offers.

- **Crafting a Green-Focused Resume**
- As a mentor, you can offer a resume review and provide constructive feedback on its structure, formatting, and content.
- You can emphasize the importance of quantifying accomplishments, listing technical skills, and personalizing their resume for the job description by incorporating sustainability-related keywords and phrases to catch the attention of recruiters.



- **Tailoring Cover Letters to Green Job Applications**
- In addition, to resume review, you can help your mentee with creating a personalized cover letter for a job application. Provide feedback on the structure, formatting, grammar and punctuation, and content of the cover letter to ensure that it is relevant to the job description.
- Moreover, teach your mentee how to reuse cover letters by developing a template and re-using experiences written in previous cover letters for other job positions.

● Resumes and Cover Letters

- **LinkedIn Profile Optimization**

- Providing LinkedIn profile reviews can also help a mentee stand out in their green career search. Inspect and provide constructive feedback on their headline, photo, work experience descriptions, and about page.



- You can also provide examples of LinkedIn profiles to your mentee that appeal to recruiters either from your connections on LinkedIn or any other examples online to help your mentee improve their LinkedIn profile.

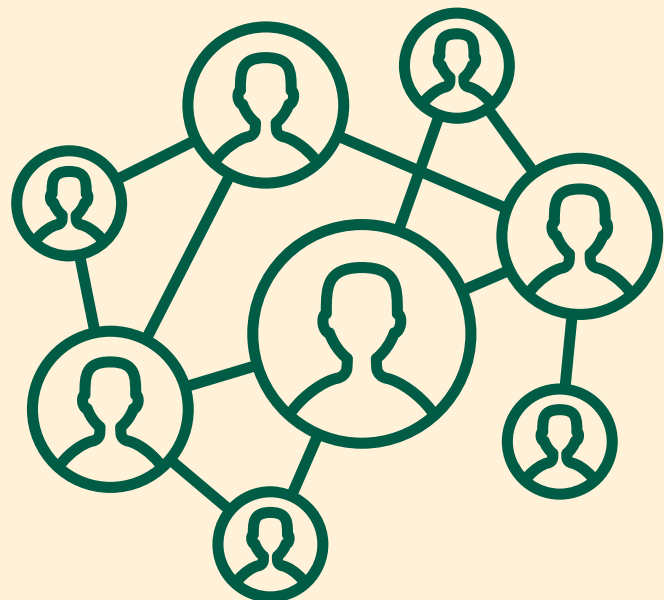
- If you are looking for more tips on how you can help your mentee optimize their LinkedIn profile, consult the Green Career Centre's [LinkedIn Optimization Guide](#) so that you can provide your mentee with the best guidance on optimizing their LinkedIn profile.



● Networking Opportunities

As a mentor, you should emphasize the importance and benefits of networking to your mentee.

- About 85% of job openings are filled via networking with personal and professional connections (Flynn, 2023). This means that you should help your mentee expand their professional network to improve the chances of them securing a green job.
- **Leveraging Social Media for Professional Networking**
- A common social media platform used for networking is LinkedIn. With a LinkedIn profile, you can send messages to professionals asking them for a coffee chat or an informational interview to learn more about their career path. Refer to the GCC's Coffee Chat Guide with sustainability professionals.
- Moreover, encourage your mentee to join job-searching LinkedIn groups such as the Youth Green Jobs Network on LinkedIn and Facebook. These groups help their members find employment opportunities by providing networking advice, insight into industry trends, resume assistance, interview guidance, job leads, and job strategies for navigating the green job search.



● Networking Opportunities

- **Attending Sustainability Networking Events**
- Participating in sustainability networking events can help mentees meet with like-minded sustainability professionals, expand their network, learn from industry leaders, and gain exposure to new industry trends.
- Based on the mentee's career interests and educational background, help your mentee identify relevant conferences, workshops, seminars, and webinars in the field of green careers.
- **Joining Green Associations and Organizations**
- Mentors can recommend sustainability industry associations that mentees can join for free and gain access to online courses and certifications, workshops, and conferences.
- Some examples of associations and organizations that you can recommend to your mentee include [Project Green Schools](#), [the Sierra Club Foundation](#), and [Green Learning](#). These organizations provide you access to free courses, networking opportunities, and campaigning opportunities to advance climate justice initiatives across Canada.
- If your mentee is a post-secondary student, you can recommend they join sustainability-focused clubs and associations on campus to network with like-minded sustainability professionals and work on climate action projects.



● Interviews

Mentors can help mentees create a step-by-step guide for interview research before the interview.

- **Preparing for Green Job Interviews:**
- The mentor should inquire about the type of research that the mentee usually does on an organization such as their history, mission, vision, and values. The mentor should also ask the mentee if they research the products/services that the organization offers, recent company news, and their ongoing projects. Asking these questions will help mentors identify any tasks that the mentee may not be doing with their company research.
- Mentors can also host mock interviews with their mentees and provide feedback on their verbal communication skills, body language, and the depth and relevance of their responses to interview questions. This will help mentees build confidence when they do the actual interview.



● Interviews

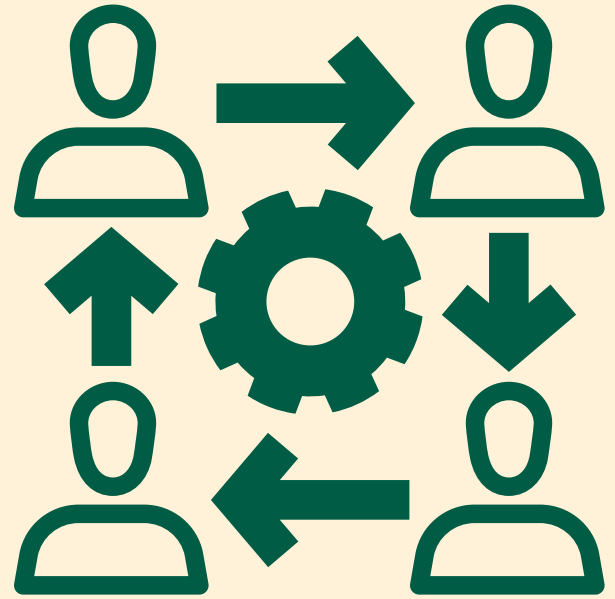
- **Showcasing Passion for Sustainability:**
- When doing job interviews, one of the most important aspects of your performance is showcasing your passion for sustainability. There are various ways to show your mentee how they can display their passion for sustainability.
- One way is to ensure that they have a defined career path and goals. During a mock interview, you could ask the mentee what their career and professional goals are once they graduate from university. For instance, if you want to be an environmental scientist when you graduate from university, you could say a statement like the following one in an interview:



- “I recently graduated from the University of British Columbia with a degree in Environmental Science. With my education, I hope to work as an Environmental Scientist to inspect and analyze air and water quality based on certain environmental decisions based on environmental impact assessments. I hope the work that I do improves the identification of hazardous materials in the environment and helps with project proposals on environmental initiatives.”

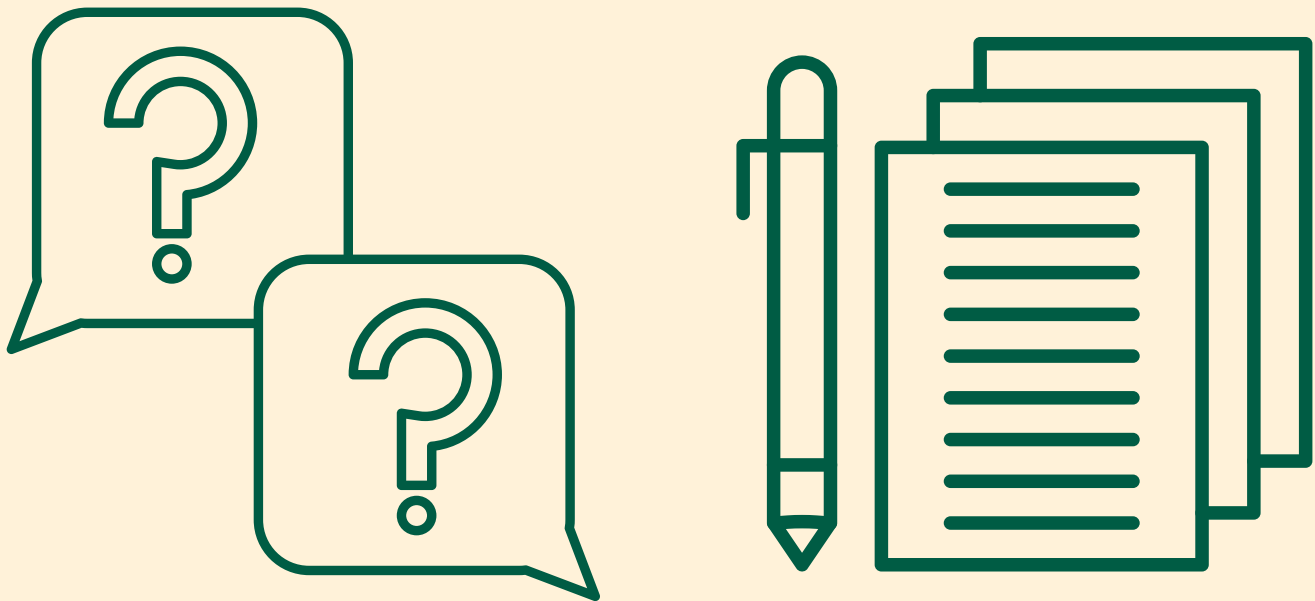
● Interviews

- Moreover, encourage them to discuss their involvement in sustainable initiatives and projects. Whether it be volunteer work, a class project, or an internship, emphasize that any type of project can be discussed in an interview as long as the mentee displays a passion and understanding for their work in the sustainability sector.
- What the mentee says during an interview matters, but how they communicate non-verbally matters just as much. Examine the mentee's non-verbal communication during a mock interview such as their eye contact, body posture, and facial expressions and provide feedback on how they make their non-verbal communication help support communicating their passion for sustainability.



● Interviews

- Answering Behavioural and Scenario-based Questions:
- During a mock interview, there will be behavioural and scenario-based questions that the mentee will be asked to assess how they would act on the job. Emphasize the importance of these types of questions and collaborate with your mentee by coming up with questions and answers that are tailored to the position they are interviewing for.
- For instance, if your mentee is applying for a position that requires skills in program development and implementation, ask them questions about how they would go about implementing a new program and how they would bring awareness to the program.
- Practicing these types of questions will make your mentee more comfortable and prepared for their next interview.

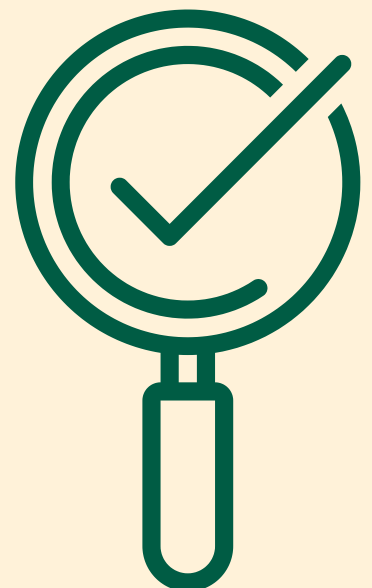


● Industry Knowledge and Terminology

● Understanding Key Environmental Concepts

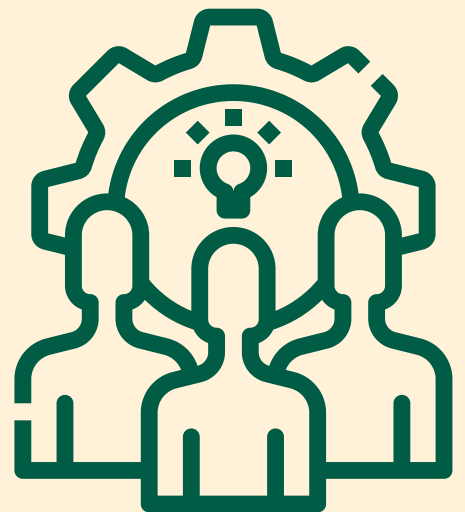
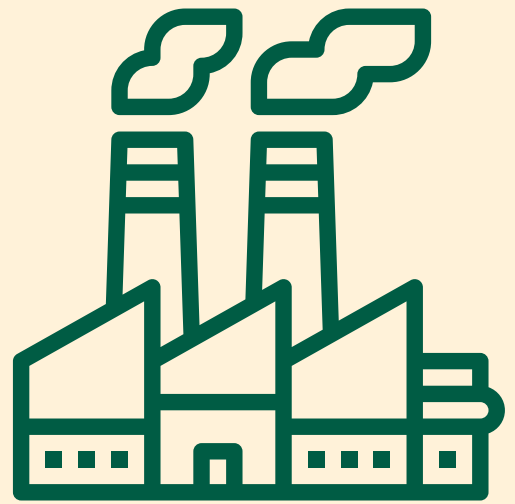
- Many sustainability careers require an in-depth knowledge or understanding of topics in the sustainability space such as decolonization, life cycle assessments, carbon footprint, and environmental justice.

- Mentors can suggest to mentees that reading news articles from top environmental news websites and publications can help mentees become familiar with understanding key environmental concepts. There are websites such as [Treehugger](#) and [EcoWatch](#) that help sustainability job seekers educate themselves on key environmental concepts.
- Moreover, many major news publications have a specific section dedicated to climate change reporting such as [Vox](#) and [Canadian Broadcasting Channel \(CBC\) News](#).
- There are also small-scale news websites that are more focused on climate-related and social justice news such as [The Narhwal](#), [The Breach Media](#), [the Walrus](#), [the Maple](#), [the IndigiNews](#), [the Canada's National Observer](#), [the Tye](#), and [CanadaLand](#).
- Recommend resources such as the ones previously mentioned and any other relevant ones that you use to expand your understanding of environmental concepts



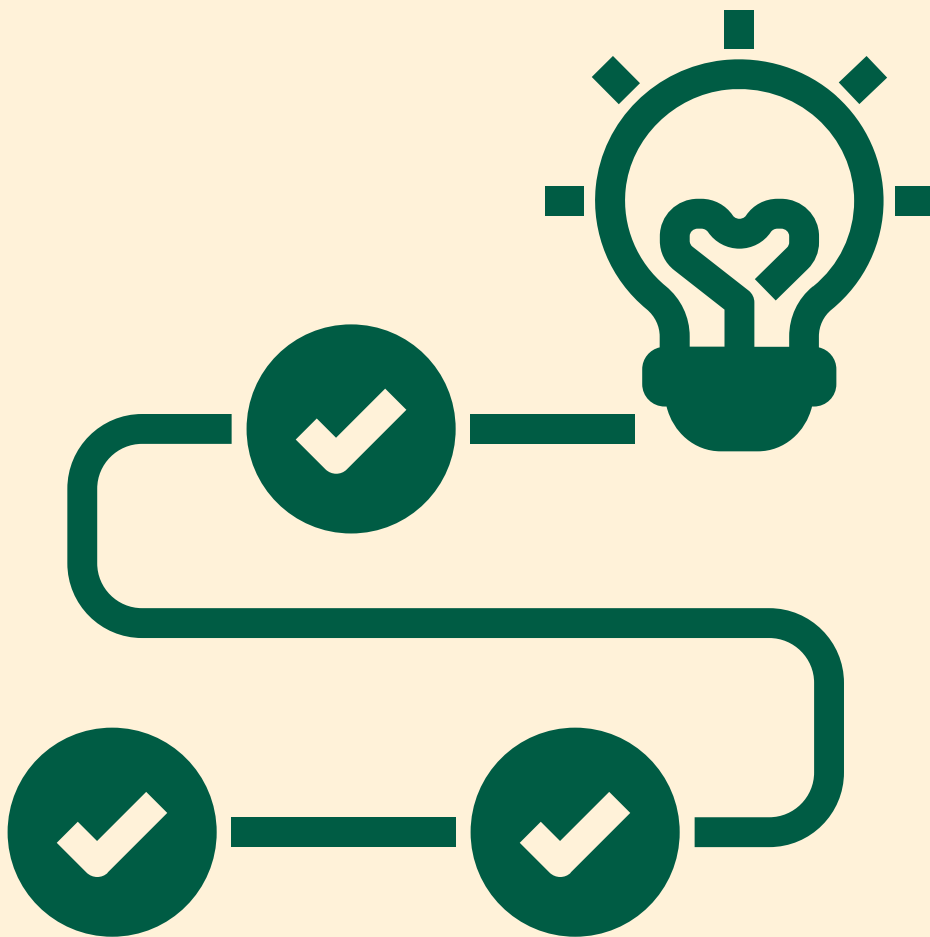
● Industry Knowledge and Terminology

- **Staying Up-to-Date with Industry Trends**
- Industry trends reflect the current and future direction of the sector one works in.
- By helping your mentee stay up-to-date with industry trends, they will be more aware of the in-demand green skills and have more relevant and applicable knowledge for sustainability careers.
- Many of the same websites previously mentioned also discuss recent industry trends in the sustainability sector. However, there are newly emerging trends that come out of conferences and research publications in sustainability-focused workplaces. For instance, there is the [2023 LinkedIn Green Skills Report](#) that highlights green skills that green jobseekers need in order to land sustainable job roles (LinkedIn, 2023). Showcase resources such as the report mentioned to your mentee to help them identify the skills they need to upgrade their green career development.



● Takeaways

- Regardless of where a mentee is in terms of their sustainability journey, this guide is not meant to be linear and any of the guide's sections can be used at any moment the mentee is seeking guidance from their mentor.
- As a mentor, you should serve as a motivation to your mentee on how they can best take advantage of and find opportunities that will propel their green career development.



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