

# 2021-22 Customer Team Mentoring Program

## Communications Plan

**COMPLETED**



## Questions?

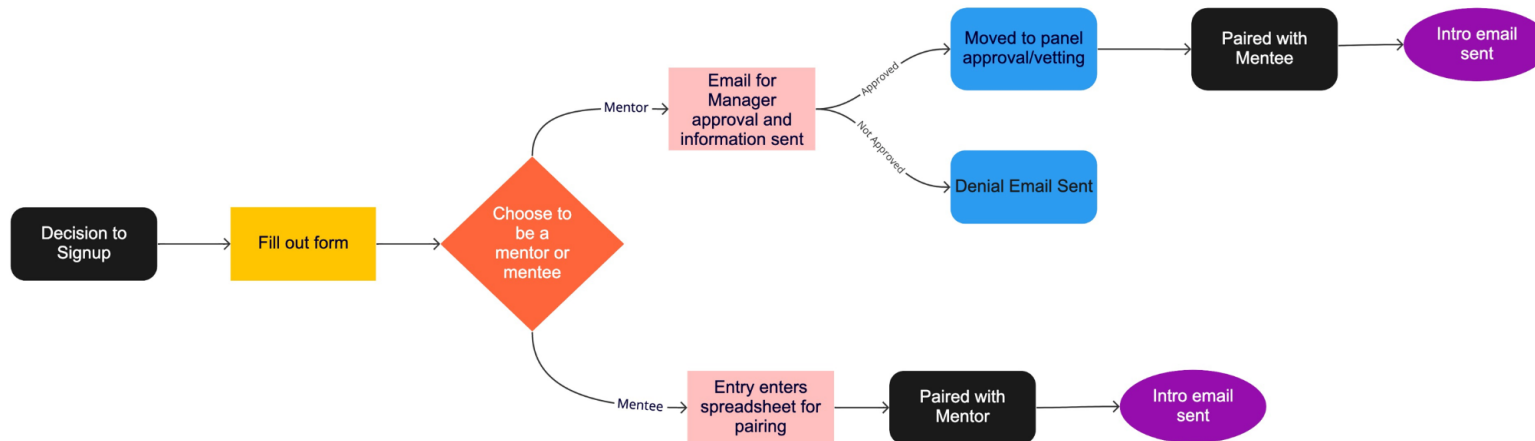
This Customer Team communications plan is maintained and managed by **Nicole Holman**. Please reach out with any questions about this document.

# Background

The Customer Team Mentoring Program, managed by **Beaker Tincher** and **Product Support**, provides an opportunity for Customer Team employees to connect with experienced team members for professional mentorship, development and growth. Mentorship programs have been proven to show greater retention of top talent and better job and employee engagement.

This formal 6-month program will consist of mentors (vetted from a panel chosen by Product Support) and mentees (all interested CT peeps) who sign up through [an intake form](#). Mentee submissions will open on **Monday, October 4, 2021** to be reviewed by Product Support. Once mentors and mentees have been paired successfully, mentorships will begin in **November 2021**. At the end of the 6 months (April/May 2022), the mentorship may be evaluated to determine extension or rotation to another mentor/mentee partner.

See a full overview of the program and FAQs, [here](#).



## Customer Mentor Intake Process

## Core Team

**Beaker Tincher** - Organizer

**Stephanie Roy**

**Kimberly Pugh**

**Carine Roman**

**Carl Chandler**

**Nicole Holman** - Communications Support

**Kendall Gilliland**

## Objectives/Goals

(A deeper explanation of these objectives can be reviewed at the link above.)

- **Equitable access** - Grant all peeps equal access to highly skilled individuals willing to share their knowledge.
- **Skills enhancement** - Share the skills and knowledge of successful, experienced, and highly competent staff to pass their expertise on to others who wish to continue to grow and develop.
- **Organizational development and culture change** - Develop and communicate Mailchimp's Core leadership behaviors.
- **Professional identity** - Contribute to the understanding of what it means to be a professional at Mailchimp.
- **Career development** - Helps employees plan, develop, grow, and manage their careers with the guidance
- **Leadership and management development** - Encourage the development of leadership competencies, and create a pipeline of diverse talent for our future leaders.
- **Education support** - Help to bridge the gap between theory and practice.
- **Customer obsession** - Focus on our departmental and company-wide goals through regular meetings, coaching, and discussion to keep our customers at the forefront of our peeps' development and growth.
- **Staff retention** - Retain talent through ongoing interactions, coaching, teaching, and role modeling that will facilitate progression within the organization

- **Employee engagement** - Show employees in a tangible way that they are valued and that the department's future includes them.
- **Avoid Siloing of Knowledge** - Allow interchange/exchange of information and knowledge between folks of differing jobs and responsibilities.

## Communications Objectives

- To promote the Mentoring program for all Customer Team peeps
- Present an opportunity for peeps to grow their career and engage virtually with teammates

## Key Messages

- Grow your career and help your fellow peeps fine-tune their skills.
- This program provides an opportunity for Customer Team peeps to connect with experienced team members for professional mentorship, development and growth.
- Mentorship programs have been proven to show greater retention of top talent and better job and employee engagement.
- This 6-month formal program encourages peeps to develop and embrace core leadership behaviors including resilient problem-solving, impactful teamwork, customer-driven innovation.
- This program empowers employees to adopt a customer obsession mindset where they listen hard to customers, understand their challenges, develop relationships and solve their problems.
- Peeps can continue to sign up whenever you would like and mentors and meets will be reviewed on a monthly basis.

## Key Dates

- Launch **Mentoring Program wiki page** without intake link on **Thursday, September 28**
- [Mentor and mentee submission form](#) officially launches on **Monday, October 4**
- All mentor and mentee submissions close on **Friday, October 22**
- Mentor vetting and mentee pairing from **Monday, October 25 through Friday, October 29**
- Announce mentor and mentee pairings on **Monday, November 1**
- Program begins **November 1**
- Program ends **April 31**

## Comms Action Items

- Create **Mentoring Program wiki page** (Nicole)
- Create private **#customer-mentors-2021 Slack channel** (Beaker Tincher) once mentors are selected

# Communications Timeline

Date	Audience	Channel/Activity	Accountable	Status
8/24 Tuesday	Customer People Managers	<b>#customer_people_managers</b>  Give a heads up that the program will launch in September	Nicole	COMPLETE
9/21 Tuesday	Customer People Managers	<b>#customer_people_managers</b>  Give a heads up that the program will launch in October as a part of CSAW	Nicole	COMPLETE
9/23 Thursday	All Customer Team	<b>Customer Team Mentor Program wiki page</b> launches page does not include intake form link yet)	Nicole	COMPLETE
9/23 Thursday	All Customer Team	<b>Weekly Digest</b>  Share the Customer Mentor program wiki page without intake form link	Nicole	In progress
9/30 Thursday	All Customer Team	<b>Weekly Digest</b>  Share the Customer Mentor program wiki page without intake form link	Nicole	In progress
<b>10/4 Mentoring program submissions open</b>				
10/4	All Customer Team	<b>Customer Team All-Hands</b>	Carine/Nicole	

		Brief announcement by Carine in CSAW roundup with sign up link and wiki link		
10/5	All Customer Team	<b>Shift Huddles</b>  Reminder about mentoring program (talking points shared here)	Nicole	
10/7	All Customer Team	<ul style="list-style-type: none"> <li>• <b>Weekly Digest</b></li> <li>• <b>#customer-team Digest blurb</b></li> <li>• <b>Mentoring program wiki page</b></li> <li>• <b>Hub homepage banner</b> (runs through 10/22)</li> </ul>	Nicole	
10/14	All Customer Team	<b>Weekly Digest</b>  Reminder about program	Nicole	
<b>TBD</b>	<b>All Customer Team</b>	<b>Cereal Bytes podcast [TBD]</b>  Mention or short interview in Cereal Bytes podcast before submissions close on Oct. 22	<b>Mindy/Craig Goldberg/Beaker</b>	
10/19 Tuesday	Customer People Managers	<b>#customer_people_managers</b>  Reminder that submissions close Friday, Oct. 22	Nicole	
10/21 Thursday	Customer People Managers	<b>Weekly Digest</b> <b>#customer-team</b>  Reminder that submissions close	Nicole	

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		Friday, Oct. 22		
<b>10/22 - Mentoring program submissions close</b>				
<b>End of October/Beginning of November - Notify selected mentors and mentees</b>				
End of October	Customer Team Mentors	<b>#customer-mentors-2021</b> Create private channel for selected mentors	Beaker	



## Key Dates (2022)

- Send “Getting to Know You” emails on **Wednesday, January 26**
- Mentee office hours on **Thursday, February 3, 11am-2pm**
- Send pairing confirmation emails **week of February 14**
  - **Include toolkits + for mentors, refer to Mentor kick off meeting**
- Mentorship program kickoff meeting with Carine or Erika **week of February 21**
- **Program concludes August 15**

## Post-launch Communications Timeline (2022)

Date	Audience	Channel/Activity	Accountable	Status
1/26 Wed	Mentors/Mentees	Send Initial Meeting emails <b>before noon</b>	Stephanie	Completed 1/26
1/26 Wed	Mentors/Mentees	<b>#customer_mentorship</b>  Remind participants to review the email and schedule their initial meeting and send feedback by Feb. 11	Beaker or Stephanie to draft and post Nicole to review if needed	In Progress
1/26 Wed	Mentees	<b>Schedule and send invitations for office hours</b>	Stephanie	In Progress

2/3 Thurs 11am-2pm	Mentees	Stephanie/Beaker to host office hours to answer mentee questions about program	Stephanie/Beaker	
2/7 Mon	Mentors/Mentees	<b>#customer_mentorship</b> Remind participants to schedule their initial meeting and send feedback by Feb. 11	Beaker/Stephanie to draft and post Nicole to review	
<b>Week of 2/14 Mentorship program pairing complete and program kicks off</b>				
Week of 2/14	Mentors/Mentees	<b>Send pairing confirmation emails with <a href="#">tool kit</a></b> Mentor confirmation emails will include a reminder about Mentor kick-off meeting with leadership	Beaker/Stephanie Nicole to help draft/review	
Week of 2/14	Mentors/Mentees	<b>#customer_mentorship</b> Update everyone that pairing emails have been sent	Beaker/Stephanie to draft and post Nicole to review if needed	
Week of 2/14	Mentors	<b>Schedule and send invitations</b> Mentor kick off meeting	Stephanie/Beaker to send	
Week of 2/21	Mentors	<b>Mentorship Program Kick-off meeting with Carine or Erika (Zoom Meeting) - Date TBD</b> Explain importance of program, briefly run through toolkit, answer questions	Beaker, Stephanie and Carine/Erika to host	

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		(based on Carine/Erika's availability)		
TBD	Mentors/Mentee	<b>#customer_mentorship</b> Check in with participants periodically ensuring everyone has what they need	Stephanie/Beaker to draft and post	
April/May TBD	Mentors/Mentees	<b>Send Mentorship program survey to all participants</b>		
<b>Week of August 15 - First round of Mentorship program concludes</b>				

# Final Email Drafts

**Subject Line: Mentorship Program: Schedule Initial Meeting with Mentor Matches by February 11**

**To:** Mentees

**Date:** Wednesday, January 26

Hi <insert name>,

Thank you for your interest in participating in the Customer Team Mentorship Program. In December, we sent you your strongest potential mentor matches to support your growth and development goals. Keep in mind these potential matches are not official yet, and as a next step, you will interview your matches and **select one to proceed with as your mentor**. As a reminder, your mentor matches are:

- Jane Doe
- John Smith

To ensure you find the best match for your mentorship experience, we are asking all mentees to complete the following by **Friday, February 11**:

- Reach out to your matches to **schedule an initial “getting to know you” 30-minute Zoom meeting**
- **Reply to this email confirming your interest** in one of your matches or a request for new a match

*Please note: We will review feedback from mentors and mentees following the initial meeting to finalize mentorship pairing. Your matches could be revised based on mentor availability, compatibility, etc., and you will receive another email next month to confirm your final pairing.*

[For your “Getting to Know You” Meeting](#)

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Because getting to know someone new virtually can be challenging, we've compiled a few questions in [this doc](#) to help you kick off your initial meeting conversation.

**What's Next?**

Please reach out to **Beaker Tincher or me** if you have questions or concerns regarding your match recommendations. You can also submit your questions in the [#customer\\_mentorship](#) channel where we'll keep you updated on the program. Additionally, we'll send invitations for **mentee office hours on Thursday, February 3 from 11am-2pm**.

Mentorships will kick off officially the **week of February 14**, and all **participants will receive an email confirmation with your final matches and next steps**. The program will run through August 15, and we'll check in on you and your mentor's progress periodically. We look forward to supporting your mentorship experience!

Warmest regards,  
Stephanie

**Subject Line: Mentorship Program: Meet with Your Mentee Matches by February 11**

**To:** Mentors

**Date:** Wednesday, January 26

Hi <insert name>,

Thank you for your interest in mentoring our peeps! In December, we matched you with the following potential mentees based on their selected focus areas of growth and development as well as your areas of expertise. As a reminder, your mentee matches are:

- **Jane Smith**
- **John Smith**

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Each mentee has been matched with up to three potential mentors and have been encouraged to set up an initial “getting to know you” meeting with each of their mentor matches. **Mentees will choose only one** of their matches to proceed with as their mentor.

**By Friday, February 11, all mentors and mentees will:**

- **Attend a 30-minute “getting to know you” Zoom meeting** to determine if matches are a great fit for both parties
- **Reply to this email confirming your interest** in one or more of your matches

NOTE: As a mentor, in your reply to this email following your initial meeting, please let us know who you would like to mentor based on compatibility and your availability. *(For example: If you matched with 3 mentees, but only have the capacity to mentor 2 participants, you will reply to this email with who you have chosen and not chosen to move forward with. We will contact those you do not choose and match them with another mentor if needed.)*

### **For your “Getting to Know You” Meeting**

Since getting to know someone new in a virtual environment can be challenging, we’ve compiled a few questions [in this doc](#) to kick off the conversation.

### **What’s Next?**

Please reach out to **Beaker Tinch** or **me** if you have questions or concerns regarding your match recommendations. You can also submit your questions in the [#customer mentorship](#) channel where we’ll keep you updated on the program. Additionally, in the coming weeks, you’ll receive an invitation to attend a mentor kickoff meeting with a special guest from leadership.

Mentorships will begin officially the **week of February 14**, and **all participants will receive an email confirmation with your final matches and next steps**. The program will run through August 15, and we’ll check in on you and your mentee’s progress periodically. We look forward to supporting your mentorship experience!

Warmest regards,  
Stephanie

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**Subject Line: You've been matched! + What's next?**

**To:** Mentors

**Date:** Monday, February 14

Hi <insert name>,

Thank you for meeting with your mentee matches. We're happy to share that you've been paired with **[insert name here]**! The mentorship program kicks off this week, and to help you get started, we're sharing this [toolkit](#) for you to capture notes and use as a guide to track you and your mentee's progress throughout the mentorship.

In addition, we're hosting a Mentorship Program Kick-off meeting today, February 14th at 3p EST. During this time, a special guest from leadership will stop by to officially launch the program. Also, we'll give you a brief demo on how to use the toolkit and answer any questions you may have about how to be an awesome mentor.

Be sure to keep an eye on the [#customer\\_mentorship](#) channel as we'll provide more updates there and check in on your progress. As always, if you have questions, please feel free to reach out to Beaker or me for support. Happy Mentoring!

Warmest regards,  
Stephanie Roy

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**Subject Line: You've been matched! + What's next?**

**To:** Mentee

**Date:** Monday, February 14

Hi <insert name>,

Thank you for meeting with your mentor matches. We're happy to share that you've been paired with **[insert name here]**! The program launches this week, and your mentor will be in touch to officially kick off your mentorship.

The mentorship program kicks off this week, and to help you get started, we're sharing this [toolkit](#) for you to capture notes and use as a guide to track your progress throughout the mentorship.

Be sure to keep an eye on the [#customer\\_mentorship](#) channel as we'll provide more updates there and check in on your progress. As always, if you have questions, please feel free to reach out to Beaker or me for support.

Warmest regards,  
Stephanie Roy



# Appendix