

Grafik marketing case study

[Business](#), [Marketing](#)



A primary characteristic of the younger employee is a desire to be included and treated respectfully. Young workers want access to executives and choose work environments where they can build something with them. Embracing the younger employee fulfills those needs and can help older staff adjust at the same time. An effective reverse mentoring program is a "win-win". The mentee gains valuable insights in areas of expertise that may be unattainable otherwise.

The mentor realizes direct fulfillment by working with someone higher in the organization and providing a learning opportunity that increases chances of exposure within the company for the mentor. Reasons to consider reverse mentoring: Can help you better relate to your employees. Younger employees may be better engaged with technology and applications that can drive business forward. If the industry is going through a lot of change, graduates are a good source of knowledge as they have studied these changes in school. Can help build cross-generational knowledge for business and identify key individuals for future roles. Recommendations: Set it up so that it is win-win. There could be tension where the senior manager feels they know more because they have been around longer and the younger employee may feel intimidated by the senior manager. O Make it about more than just technology; identify other areas that may be explored. Create a sense of safety and a sense of sharing.

Not only will the younger employees be mentoring the senior manager in technological aspects, done the way they are. All levels of leadership (right up to the executives) must buy-in to the process and participate. O When the executives are involved and enjoying the experience, their feedback to the

rest of the organization will help to back up the benefits of the process.

Develop a structured program, set goals, objectives and ground rules. O

Assign members or let members find someone they feel comfortable with, but avoid subordinate/manager relationships.

The best value will come from pairing individuals who are not directly linked in the organization; it will ensure more openness and less stress and will increase the likelihood of success. O The younger employees must have the patience and temperament to work with the senior managers, a screen process and training should be put into place to show what is important and how to show patience. O Members must understand the importance of the program and block time to spend with each other so they do not miss those sessions due to busy schedules. Solicit feedback from members, identify strengths of the program and build on them, more importantly identify the weaknesses and make the necessary changes to continue successfully.