



CREATIVE
MENTOR
NETWORK



We train mentors & match them with young people

Our mission is to improve representation in the creative industries through mentoring.

Creative Mentor Network is a charity that works directly with schools across London, to connect talented young people from diverse backgrounds with those working in the creative industries.

We train effective and engaging mentors. With our support, employees play an active part in diversifying their industry and develop themselves at the same time.

Everyone wins: supportive careers guidance for students; inspiring training for mentors; access to diverse talent for creative businesses.





Coaching training for creative professionals

Our certificated Mentor Development Programme (MDP), delivered in partnership with [Koreo](#), gives you the mentor, coaching and people management skills in order to have a greater impact on the young person you're working with.

Over the course of 16 weeks, we offer 5 in-person training sessions. Through a mixture of workshops and roundtable discussions, we explore coaching strategies and theories surrounding social mobility.

Apply these new coaching and mentoring skills in 1-2-1 mentoring sessions to help your mentee:

- Build their professional networks
- Grow their understanding of the careers landscape
- Develop the 'soft skills' they need to achieve their potential

Then continue to harness your training in the workplace.

We encourage everyone to become advocates for better people management and inclusion beyond the programme.

Course details

Mentors build towards becoming certificated CMN Mentors.

Places on the course are £800.

Training

16 week programme
5 in-person workshops, totalling 9 hours
At our offices in Clerkenwell

+

Mentoring

Mentor meetings every two weeks
30 minutes - 1 hour
At your place of work

Course intakes:

October - January
January - April
July - October



Session 1: Introduction to CMN & mentoring

Content

This session will focus on the context and causes of poor representation in the creative industries, and how CMN is designed to address the imbalance, drawing on recent studies to bring the debate to life.

We'll cover your role as a mentor and what to expect from the young people you'll be working with. And we'll give you practical steps on how to approach initial mentor meetings.

Monthly focus

Building rapport

Homework reading

Chapter from Richard Wilkinson and Kate Pickett's 'Spirit Level'



Session 2: Theories behind social capital

Content

This session will focus on the value of networks. We will look at theorists including Robert Putnam and Richard Wilkinson to explore what social capital means, and how it impacts on social mobility. You'll have a go at mapping your own networks and look at strategies to develop your own, and help your mentee build and leverage theirs.

We'll also hear from a former mentor about their experience with time for a Q&A.

Monthly focus

Building networks

Homework reading

Chapter from Carol Dweck's 'Growth Mindset'



Session 3: Coaching part 1 & reflection

Content

In this session we will explore the importance of reflection to building resilience and achieving long term goals. We'll spend time looking at the skills CMN is aiming to develop in young people and why they're important.

You'll develop an understanding of coaching practices, with an opportunity to practice and develop coaching skills, specifically focussing on the GROW model. We will also explore how coaching can be used to set meaningful goals both with your mentee and at work.

Monthly focus

Encouraging reflection and growth mindset

Homework reading

Chapter from Paul Tough's 'How Children Succeed'



Session 4: Coaching part 2 & creativity

Content

In this session we will take a more in depth look at coaching and mentoring strategies. We'll cover the 8 aspects of successful coaching, focussing on global listening and question making specifically.

You'll have the chance to think about your own creativity and how to foster innovative thought in the young people you're working with.

Monthly focus

Listening, goal setting and creativity

Homework reading

Chapter from Julie Starr's 'Coaching Manual'



Session 5: Supporting diverse talent beyond CMN

Content

In this session we'll look at how you can continue to support your mentee beyond the programme, and begin to think of yourself as an ambassador for CMN and diversity more broadly.

We will consider how to prepare your mentee for the showcasing event and how to redefine your mentoring relationship as you move beyond the course. We will also explore ways of supporting diverse talent beyond CMN and the opportunities you can access as CMN Ambassadors.

Monthly focus

Opening up the diversity debate

Homework watching

Ken Robsinson's 'Do Schools Kill Creativity' talk



Course Leaders



Freya is an expert in people development and creative learning. She began her career as a Teach First teacher in West London. After 4 years in the classroom she began Lecturing at Canterbury Christ Church University, training incoming Teach First teachers, and going on to become the Programme Lead.

Freya is also a comedy writer, performer, and winner of the Funny Women Awards! She regularly performs and teaches improv at The Free Association in London, and integrates her creative practice into her work in education.

Freya leads the design and delivery of our MDP, and still practices as a Senior Teaching Fellow at UCL/loE.



Daisy is a committed social change agent with a focus on people development. She has worked with homeless women, social housing communities, and on NHS mental health services. Her studies have taken her through the arts, around the world, and into neuroscience in a bid to understand how people develop and grow.

Daisy now works for people development experts, [*Koreo](#) and leads the coaching strand of our MDP. The Koreo team is a multi-disciplinary group made of people from the social, public and private sectors, united by a desire to develop talent capable of creating real change. They are a delivery partner for our MDP.



Isabel is passionate about careers education. She began in education as a Teach First teacher at one of London's top performing ARK Academies. As Head of Creative Learning, she implemented a number of programmes - including Jamie's Farm and First Story - to increase opportunities. After 4 years in the classroom, Isabel worked as an educational consultant, training student teachers for Teach For Lebanon in Beirut, and developing diversity programmes at Bootstrap and Livity, amongst others.

In 2015, Isabel set up Creative Mentor Network, based on the belief that talented people can create positive social change, whatever sector they work in. She now leads the social capital strand of our MDP.



What mentors say

Gareth, Art Director at Iris

“The training was really inspiring. Particularly learning coaching techniques. When we started, if Michael had a question then I would just give the answer. As I learned more, I took more of a guiding role. It teaches you a different way of working with people - you want to help them progress and develop and not just tell them what to do.”

Jasper, Senior Strategist at M&C Saatchi

“I've learnt that it's a real two-way process. It gives you a different perspective on your own work. It's very easy, I think, when you work in the creative industries, and you're a middle class white man, to think everyone shares the same views - you end up advertising to yourself. Having a fresh younger perspective on stuff has been really interesting to me. If I've got Mark to road test ideas on then I'm sorted.”

What businesses say

Jenny, Talent Manager at Lucky Generals

“Finding new staff - especially at a junior level - is challenging and time-consuming. The lengthy process invariably steers me towards shortlisting those with internships in the field, all too often obtained by those with ‘contacts’.

The members of our team who mentor get so much from working with their young mentees. With the added benefit of the training they’re getting from the Mentor Development Programme, we get a lot from our involvement.

The recruitment process is excellent. Delivering smart, enthusiastic candidates from diverse backgrounds who, post-mentoring, may join our team makes Creative Mentor Network invaluable.”



Our impact in numbers

25

partner schools and colleges

30+

Creative businesses signed up

100+

Ambassadors of the programme, mentors and mentees, highly engaged in the mission



4

CMN Alumni have gone on to work at their placement organisation

90%

Make 4+ professional connections

100%

Report a better understanding of the creative jobs market and the roles within it

100%

CMN mentors say the programme had a positive impact on the way they think about their employer

