



Month 5

Preliminary viewing:

To learn why and how a large US insurance company initiated an effective reverse mentoring scheme about social media involving senior executives and junior staff, see:

Reverse Mentoring at the Hartford: Cross-Generational Transfer of Knowledge About Social Media
http://www.bc.edu/content/dam/files/research_sites/agingandwork/pdf/publications/hartford.pdf

Reverse mentoring

Agree a topic on reverse mentoring between you beforehand.

Mentees, please contact your mentors to schedule meeting 5, which will be about reverse mentoring. As you know, Mentor Me aims to promote learning for both mentees *and* mentors. Reverse mentoring is a particularly important topic because Millennials now form 50% of the global workforce and by 2025, Millennials will make up 75% of the global workforce. (sources: PwC, Deloitte)

Reverse mentoring turns learning on its head, so this month the mentees will be taking the reins! Mentees, we'd like you to:

- *show* your mentor your favourite bit of technology.
- explain how you use it; and
- talk about whether it can be applied in the hospitality industry and how it might help managers to improve the way they work or the business.
- For example, can it provide:
 - business or operational improvements.
 - increased marketing or custom for the business.
 - better time management or personal improvement; or
 - or facilitate communications among staff for better management?

Some ideas that come to mind are [Wahaca's Quickpay](#) app, wearable technology, Instagram, Skype, Snapchat, etc.

Mentors, we've got some articles for you regarding the benefits of listening to your workforce's youngest generation, but both mentors and mentees need to understand how to *manage across generations*, particularly as our workforces include **four generations**: Baby Boomers, Gen X, Millennials/Gen Y and Post-Millennials/Gen Z.

After you've had a chance to 'talk tech', mentors and mentees can discuss the idea of learning between generations in the workplace. This is also a good time to check on how the mentee is doing on the 2-3 mentee goals set in previous meetings as the next meeting, will be the sixth and final Mentor Me meeting.

ARTICLES

Mentors and Mentees, please read the following articles by clicking on the linked article.

An examination of the importance of Hotel Innovation on Guest Loyalty in Cape Town

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=135737120&site=ehost-live>

<https://www.managementtoday.co.uk> has a regular series of articles on 'Award-winning Innovators' and other useful topics

Faragher, J 2015, 'Are we ready for the four-generation workforce?', *People Management*, pp. 26-30, Business Source Corporate Plus Plus, EBSCOhost.

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=108926903&site=ehost-live>

Wolfe, F 2015, 'Hotels should be leaders in mobile payment adoption', *Hotel Management*, 230, 13, p. 14, Business Source Corporate Plus Plus, EBSCOhost.

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=110547978&site=ehost-live>

Wolfe, F 2015, 'How the citizenM brand is getting technology right', *Hotel Management*, 230, 10, p. 15, Business Source Corporate Plus Plus, EBSCOhost.

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=108891865&site=ehost-live>

Mentors:

Ahmad, S 2015, 'Staying relevant for millennial workforce', *Human Capital*, 19, 7, p. 57, Business Source Corporate Plus, EBSCOhost.

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=113387209&site=ehost-live>

Pandey, J 2015, 'Reverse mentoring: making it work', *Human Capital*, 18, 12, pp. 24-26, Business Source Corporate Plus, EBSCOhost.

<https://search.ebscohost.com/login.aspx?direct=true&db=plh&AN=110624081&site=ehost-live>

Optional Items:

This brief Wall Street Journal podcast discusses Mastercard's reverse mentoring initiative in social media in 'Executives Learn to Embrace Reverse Mentoring':

<https://www.wsj.com/video/executives-learn-to-embrace-reverse-mentoring/C96F0AE9-082F-4C55-9DE3-303950BAD38C.html>

Review your SMART goals and remember that you need to set goals throughout your career.
Arrange your final wrap-up meeting.
