



## CREATIVE MENTORSHIP

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### Application for POOL OF MENTORS - "Creative Mentorship" mentors' network



**"Creative Mentorship" (CM)** is a unique mentorship programme in Serbia that provides opportunities for personal and professional development of upcoming leaders in the field of culture. It aims at promoting mentorship as a way of lifelong learning, knowledge and experience exchange between an established professional – the mentor, and an emerging professional – the mentee.

Year by year, CM builds, gathers and supports a community of motivated and socially responsible individuals, committed to developing society based on **creativity, culture, knowledge and mutual exchange**. CM community is dedicated to **knowledge sharing among different generations and sectors**, thereby connecting people that otherwise would not have a chance to meet and collaborate. Over the last five years, **more than 200 individuals** participated in the programme, changing the society in Serbia for the better and our aim is to increase this number every year.

The official CM programme cycle gathers **25 mentorship couples per year**. After choosing 25 mentees that will take part in the upcoming cycle, CM invites 25 mentors from the **Pool of Mentors**, based on the needs, goals and challenges that mentees specify in their applications. By building a wide network of potential mentors, CM is able to provide better support for the mentees. At the same time, knowledge, skills, contacts and other resources available to mentors through the **Pool of Mentors**, can be valuable for their own personal and professional development.

The **Pool of Mentors** currently numbers **more than 100 members** from different professional areas. Only a portion of them takes part in the active CM cycle; all other members have the opportunity to participate in the mentorship training, workshops, lectures and meetings, as well as in providing short-term support and advice to mentees. **We would like to invite you to join the Pool of Mentors, become part of the team that shares the culture and idea of mentorship, and supports perspective professionals in the field of culture in Serbia!**



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## Transforming Society – One Conversation at a Time!



Република Србија  
МИНИСТАРСТВО КУЛТУРЕ  
И ИНФОРМИСАЊА



# 1



Why should you apply to be a mentor in  
"Creative Mentorship" programme?



We understand mentorship as a social responsibility of a professional to guide, educate and advise younger fellows.

**For that reason, we could say that the ideal mentor is not merely an expert in his/her field, but rather an open individual who is passionate about sharing his/her knowledge and expertise with others – especially less experienced professionals.**

By participating in CM programme as a mentor you are offering support to personal and professional development of young professionals in the field of culture from various parts of Serbia, who are selected based on their achievements and their vision of having meaningful impact through their work. However, the mentees' clear idea of improving their professional skills and achieving personal growth with the support of a mentor represents the core value of the CM programme.

Through conversations, active listening and experience, knowledge and information exchange, you encourage the mentees to reflect on their opportunities, challenges and work towards their goals. Interestingly, many of our alumni mentors state that through conversations with their mentee they gained new insights and had the possibility to perceive the attitudes and opinions that come from other generations and professional fields.

"Creative Mentorship" team, in cooperation with programme alumni and associates, chooses mentors based on the needs, goals and challenges which selected mentees express in their applications and interviews.



"The group of mentors which I am now a part of, is made from a number of people whom I would wish to have as mentors... The people who could change not only Serbia but the world."  
– **Miloš Đajić, President of the Centre for Modern Skills, mentor 2014/2015.**

"My mentee is a fascinating person, rich and diverse personality and I believe she will soon surpass myself, if she did not do so already. I am infinitely thankful to the team of "Creative Mentorship" for the match they made – I would get to meet her out of the program too, but we would never establish such a friendly and trustworthy relationship. My mentee fills me with energy and I often wonder if she needs me at all!" – **Vesna Danilović, Programmes and Events Manager at the Cultural Centre of Belgrade, mentor 2014/2015.**

"Awesome! Inspiring! Beneficial on so many levels. "Creative Mentorship" is a great opportunity to connect and create a network of people who share your interests and values, as well as benchmark with them while having insights into their experience. Opportunity to learn and teach in both formal and informal environments." – **Jelena Vasilev, Belgrade Philharmonic Orchestra, mentee 2012/2013.**

"Participating in "Creative Mentorship" project has been a fantastic opportunity that has once again confirmed that knowledge shared is knowledge multiplied. We all learn from each other and for me this has been a great learning path." – **Olga Svoboda, CEO, Gi Group HR Solutions, mentor 2012/2013, 2014/2015 and 2016/2017.**

"It is very rewarding when I see someone challenged by the questions and reflections I offer, then responding in a very personal way, and going on to make significant changes. Talking things through in this way also helps me to reflect on aspects of my own life and work. And in a project like this I meet and get to know some fascinating people" – **Tony O'Brien, former Director of British Council-Western Balkans, mentor 2012/2013 and 2014/2015.**

# 2



## Who are alumni mentors and mentees of CM programme?

**CM mentors are leading professionals who come from different generations and disciplines, from Serbia and abroad**, and have identified themselves with the value of the programme and participate in it pro bono. They are experts in the field of culture, business, politics, marketing, media, education, science, activism, diplomatic relations, etc. who want to share their rich professional and life experience with younger generations and thereby invest in people and communities.



In the first three programme cycles, mentors were local and international professionals, such as: Jasna Dimitrijević, General Manager of the Kolarac Foundation; Aida Ćorović, human rights activist; Dušan Tomić, KPMG partner; Tony O'Brien, former Director of the British Council for the Western Balkans; Mette Kjuel Nielsen, former Danish Ambassador in Serbia; Marija Desivojević Cvetković, Delta Holding Vice President; Maja Lalić, Creative Director of Mikser; Olga Svoboda, Director of GI Group HR Solutions; Branko Dimitrijević, professor and art theoretician; Milan Petrović, President of the Serbian Association of Managers; Borut Vild, one of the leading graphic designers in the region and a professor, and many others.

**Mentees in the programme** are perspective professionals who aspire to achieve meaningful impact in society through their work. They possess the spirit of change and development, proactivity and creativity. They are professionals in the field of arts, cultural heritage, creative industries, education, cultural management, cultural policy, information, media, activism and communication, and are coming from various cities throughout Serbia.



Among mentees in the previous programme cycles were: Marko Radenković, founder of the first design incubator in Serbia - Nova Iskra; Bojana Kovačević, theatrical producer from Sombor; Andrija Mamutović, award-winning young pianist from Niš; Jelena Vasilev, Social media Manager of the Belgrade Philharmonic Orchestra; Gordana Grabež, Executive Director of the National Museum in Belgrade; Nikola Andonov, architect who was one of the representatives of Serbia at the 13th Biennial of Architecture in Venice and initiator of the Fab – Lab; Lidija Milašinović, director of the National Museum in Kikinda; Aleksandra Jovanić, professor of digital art and new media; Milica Nikolić, founder of the Scandinavian Corner in Belgrade; Stefan Savić, graphic designer and activist from Novi Sad, and many others.

# 3



## Responsibilities of mentors and support to mentors in the ongoing CM programme

During the annual programme cycle, we expect from mentors to meet with their mentee once per month, when and where they mutually agree. At the mentorship sessions, you should discuss the topics related to the professional and personal development of the mentee. Other optional forms of mentoring work (via e-mail, Skype or other) could be arranged between you and the mentee, according to mutual interests, wishes and needs.

By participating in the programme, mentors gain the possibility to attend several workshops about personal and professional development and mentorship techniques, as well as mentors' gatherings, organised to facilitate networking and experience exchanging. The presence of selected mentors at the introductory training is of great importance. CM team will timely inform you about the upcoming trainings and workshops.

Throughout the duration of the programme, mentors are regularly supported by the "Creative Mentorship" team, as well as by alumni mentors. They receive a copy of the mentorship guide with many useful suggestions on mentoring, and have access to the **Knowledge Base** on the CM website. Most of the CM events will be held in Belgrade but some of the workshops will be in English, so knowledge of English is necessary for participation in the programme.

**Mentors are compensated for travel expenses when events are held in Belgrade, and they contribute to the programme pro bono. The programme is free of charge for mentees. Refreshments and catering are provided at training sessions.**

Upon receipt of your application, we will add it to the **Pool of Mentors** which already includes more than 100 members. We will get in touch with you if any of 25 selected participants – mentees expresses the need for a mentor of your profile. Alternatively, you will hear from us **throughout the ongoing programme cycle** if a mentee expresses the need for your short-time support (co-mentoring). The next section explains what the **Pool of Mentors** provides to those members who do not support a mentee in the ongoing CM programme cycle.

# 4



## The Pool of Mentors and opportunities for mentors who do not support a mentee in the ongoing CM programme

Every year only 25 mentors are selected according to the individual needs of mentees, their specific characteristics and goals. All the other members of the Pool of Mentors, not paired up with a mentee, have access to the following activities and contents:



► **training** on mentorship, coaching and personal and professional development;



► **monthly educational e-mail** on culture and mentorship topics;



► **online Knowledge Base** on mentoring techniques;



► **invitations** for gatherings, workshops and other CM events.

Additionally, the CM team might contact you to take part in the current cycle as a co-mentor, if a mentee expresses the need for a meeting with the person of your profile, or as a mentor in future CM cycles. Also, CM team is at your disposal for any dilemmas, challenges and mentoring ideas you may have. **We believe that being part of the Pool of Mentors will broaden your knowledge, improve your skills and inspire you in your professional and personal development.**

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## How to join the Pool of Mentors?

[POOL OF MENTORS APPLICATION FORM](#) can be found and accessed at the Google Form platform and it takes between 15 and 60 minutes to be filled.

Together with the form you will be asked to **upload your biography or CV.**

We receive applications at any time.

Should you have any questions or doubts please contact us via [info@kreativmentorstvo.com](mailto:info@kreativmentorstvo.com).



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