



ERASMUS+ KA210-VET FIELD TOOL

# MENTGEE

---

## The Interactive Digital Playbook & Screen-Share Worksheets for CCI Mentors

**How to Use This Playbook:** This document is the practical, field-ready companion to the MENTRA Facilitator Guide. It is designed explicitly for *Mentors* operating within the Cultural and Creative Industries (CCI). This playbook contains the exact scripts, psychological frameworks, and interactive worksheets needed to conduct the mandatory 4-hour digital mentoring sessions via screen-share platforms (like Zoom or Teams) and digital whiteboards.

**Official Project Website:** [peerment-project.com](https://peerment-project.com)

# TABLE OF CONTENTS

---

1. Virtual Onboarding: Establishing the Digital Psychological Container
2. Online Empathy & Advanced Digital Active Listening
3. Digital Goal Setting Frameworks for Creatives
4. Five Ready-to-Use Digital Mentorship Worksheets
5. Follow-up & The 4-Hour Goodwill Declaration Tracker
6. Overcoming CCI-Specific Psychological Barriers
7. Cross-Cultural & Cross-Disciplinary Mentoring
8. Troubleshooting the Mentorship Lifecycle

# 1. Virtual Onboarding: Establishing the Digital Psychological Container

---

The outcome of a 4-hour digital mentorship journey is largely shaped before the first video call even begins, and it usually gets solidified within the first 15 minutes of the initial meeting. In physical settings, trust is built naturally through a handshake, offering a coffee, or a quick tour of the studio. In a digital environment, trust needs to be deliberately architected. We call this building the "Digital Psychological Container". It is a safe, structured, and predictable virtual space where a mentee feels comfortable sharing their professional vulnerabilities.

## 1.1. The "Zero-Session" Protocol (Pre-Meeting Setup)

Try to avoid letting the first 15 minutes of your first official mentoring session be consumed by technical difficulties like "Can you hear me?" or "My camera isn't working." Technical issues can quickly drain the cognitive energy of both parties and accidentally set an unprofessional tone.

As a PeerMent certified mentor, you should initiate the **Zero-Session Protocol** by sending a structured onboarding email a couple of days prior to your first meeting. This email does three important things: it sets you up as a reliable guide, defines the boundaries, and takes away the stress of technical hiccups.

### **Template: The Pre-Session Alignment Email**

"Hello [Mentee Name],

*I am very much looking forward to our first digital mentoring session this [Day] at [Time]. To ensure we make the most of our 60 minutes together, I want to share a few quick guidelines for our virtual workspace:*

- 1. **The Platform:** We will be using [Zoom/Teams]. Feel free to click the link a few minutes early just to test your audio and video.*
- 2. **Cameras On:** Creative mentorship works best with high empathy. I'll have my camera on, and I kindly ask that you do the same so we can communicate better.*
- 3. **The Environment:** Try to take this call in a quiet space where you won't be interrupted. I'll do the same on my end to guarantee your confidentiality.*
- 4. **Preparation:** You don't need to prepare a formal presentation at all, but please bring one specific professional challenge you are currently facing in your creative practice.*

*See you soon,  
[Your Name]"*

## **1.2. The First 15 Minutes: Architecting Trust on Camera**

When the video call begins, the mentee is probably feeling a mix of excitement and imposter syndrome. Your immediate goal is to equalize the power dynamic. In the *PeerMent* approach, we try not to act as untouchable gurus, but rather as experienced peers who have been in their shoes.

### The 3-Step Opening Sequence:

**1. The Environment Acknowledgment (Minutes 0-2):** Humanize the digital space by commenting briefly on your own environment. *"I'm joining you from my home studio today, pardon the messy sketches in the background."* This lowers the barrier of formal perfectionism.

**2. The Confidentiality Declaration (Minutes 2-5):** It helps to explicitly state the rules of privacy. *"Before we dive in, I want to assure you that everything we discuss in this virtual room stays between us. I'm not recording this session, and any notes we take together on the digital whiteboard belong entirely to you."*

**3. The Vulnerability Offering (Minutes 5-10):** A fast way to build trust is to offer vulnerability first. Share a brief story of a time you failed or struggled in your own creative career. By showing that you aren't perfect, you give the mentee permission to be honest about their own challenges.

## 1.3. Defining the Scope of the 4-Hour Mandate

Creative professionals often suffer from "scope creep", where a simple mentoring relationship accidentally turns into free consulting, therapy, or demands for direct client introductions. In the digital space, where boundaries are naturally blurred, defining the scope early on is a big help.

Using a shared digital document (or the Miro board templates provided later in Section 4) to write down the "Mentorship Agreement" live while screen-sharing is a great technique. Visually typing the boundaries creates a gentle but powerful contract.

### What This Mentorship IS

A safe space to analyze skill gaps and set career goals.

A collaborative process where I will ask you challenging questions to help you find your own answers.

### What This Mentorship IS NOT

A job interview or a guarantee of employment.

A consulting service where I do the work for you or solve your problems directly.

## What This Mentorship IS

A commitment of four (4) focused hours over the next two months.

A professional relationship built on honest, constructive critique of your creative portfolio.

## What This Mentorship IS NOT

An open-ended, 24/7 on-demand support system via WhatsApp or email.

A therapeutic relationship to address deep psychological blockages.

## 2. Online Empathy & Advanced Digital Active Listening

---

Empathy is the bedrock of the *PeerMent* methodology. However, empathy doesn't always translate naturally across an internet connection. The slight audio delays, the flattening of a 3D face into a 2D grid, and the lack of a shared physical space can handicap our natural ability to read and project empathy. As a mentor, you will need to utilize some specific "Advanced Digital Active Listening" techniques to make up for this technological gap.

### 2.1. The Illusion of Eye Contact: The "Lens Rule"

In a physical room, looking someone in the eye shows you are listening. On a video call, if you look into the mentee's eyes on your screen, it actually looks to them like you are looking down. To create the feeling of eye contact, try to look directly into the camera lens instead of the screen.

#### **Mentor Tip: The Sticky Note Hack**

It feels biologically unnatural to speak to a small black dot on your computer. To help yourself maintain digital eye contact during critical moments of the conversation—especially when the mentee is sharing something difficult—draw a small smiley face on a physical sticky note and place it directly beside your webcam lens. Speak to the sticky note.

### 2.2. Mastering Digital Body Language

Because the mentee can only see you from the shoulders up, your upper-body micro-movements carry a lot of weight. A slight lean back might be interpreted as disinterest, while checking a second monitor might be seen as checking emails.

**The "Active Lean":** When the mentee is speaking about a core challenge, physically leaning forward towards your camera by a few inches universally signals deep engagement.

**Exaggerated Nodding:** Because audio delays can cause overlapping voices if you verbally say "Mhm" or "Yes", it helps to replace verbal affirmations with slow, deliberate physical nodding. This provides continuous validation without interrupting their audio.

**The "Hand Frame":** Keep your hands visible within the camera frame whenever possible. Visible hands unconsciously signal trustworthiness and openness. Using open-palm gestures when explaining concepts also helps build rapport.

## 2.3. The W.A.I.T. Principle for Creative Mentors

Creative professionals often suffer from "expert syndrome", which is the urge to immediately jump in and solve the problem for the mentee. True mentoring isn't just about giving the right answers; it is about asking the right questions.

Before unmuting yourself to jump in, try to practice the **W.A.I.T.** principle, which stands for: **"Why Am I Talking?"**

Are you talking to prove how much experience you have? Are you talking because you feel uncomfortable with the silence? Or are you talking to genuinely guide the mentee toward their own realization? If it isn't the latter, it is usually better to remain muted.

### Navigating "Zoom Silence":

Silence on a video call feels three times longer than silence in a physical room. When you ask your mentee a difficult, probing question (like, *"What is the real reason you haven't published your portfolio yet?"*), they will need time to process. **Try not to rescue them from the silence.**

Count slowly to 10 in your head. Maintain soft eye contact with the lens. Allow the silence to do the heavy lifting, as the most profound breakthroughs usually occur right after a period of uncomfortable digital silence.

## 2.4. Paraphrasing for Digital Clarity

Due to audio drops and the complex nature of creative blockages, you need to frequently ensure you have accurately understood the mentee. Using a simple "Digital Paraphrase" technique works wonders.

### ***The Paraphrasing Formula:***

*"Let me pause here to make sure I am fully understanding your perspective. What I'm hearing is that you feel confident in your technical design skills, but you are experiencing a bit of imposter syndrome when it comes to pricing your services for international clients. Is that an accurate summary?"*

This not only proves that you are actively listening, but it also allows the mentee to hear their own abstract thoughts reflected back to them in a structured, objective way.

# 3. Digital Goal Setting Frameworks for Creatives

---

Standard corporate goal-setting frameworks, like SMART goals, often fall flat when applied to the Cultural and Creative Industries. Telling a digital artist or a freelance writer to make their goals "Specific, Measurable, Achievable, Relevant, and Time-bound" can feel reductive and suffocating to their creative process. In the *PeerMent* methodology, we try to adapt structural goal-setting into frameworks that resonate better with the creative psyche.

## 3.1. The V.I.B.E. Framework for Creative Milestones

As a mentor, your job is to guide the mentee away from vague ambitions (like "I want to be a better designer") and towards structured, actionable milestones without losing their creative essence. This is where the **V.I.B.E. Framework** comes in:

**V - Vision (The North Star):** What is the ultimate aesthetic or professional state they want to reach? (e.g., "I want my portfolio to reflect high-end, minimalist sustainable architecture.")

**I - Impact (The 'Why'):** How will achieving this change their career or personal fulfillment? If there is no strong emotional or financial 'Why', they might eventually abandon the goal.

**B - Bottlenecks (The Friction):** What is the specific barrier? Is it a hard skill (lack of software knowledge) or a soft skill (fear of networking/rejection)?

**E - Execution (The Next 14 Days):** What are the microscopic, undeniable steps they will take in the next two weeks?

## Mentor Script: Introducing V.I.B.E. on Screen

*"I know traditional goal-setting can feel restrictive. Instead of treating your career like a spreadsheet, let's treat it like a design project. We are going to use a framework called V.I.B.E. I'm going to share my screen, and I just want you to talk while I map your thoughts into these four boxes..."*

## 3.2. Separating "Outcome Goals" from "Process Goals"

Creative mentees frequently set **Outcome Goals** over which they actually have no control (for example, *"I want to get 5,000 followers on Instagram this month,"* or *"I want to land a contract with Vogue."*) When they fail to reach these, demoralization sets in pretty fast.

It is very helpful to guide them to pivot to **Process Goals** instead. These are actions entirely within their control.

### Outcome Goal (Out of their control)

### Process Goal (100% in their control)

"Get 5 new freelance clients by December."

"Send 10 highly personalized outreach emails to Creative Directors every Monday morning."

"Have my short film selected for the festival."

"Dedicate 90 minutes every evening to editing the final cut, regardless of inspiration."

"Go viral on Behance."

"Publish one new, polished case study to Behance every two weeks."

# 4. Five Ready-to-Use Digital Mentorship Worksheets

---

The following canvases are designed to be used live during your screen-sharing sessions. You can recreate these quickly on a digital whiteboard (like Miro or Mural), copy them into a shared Google Doc, or simply share this exact PDF on your screen and discuss the quadrants verbally.

## Worksheet 1: The CCI Career Mapping Canvas

**When to use:** Session 1. It is perfect for understanding the mentee's journey and trajectory.

### The Past (Roots)

---

*What fundamental experiences shaped your creative voice?*

- Key mentors/influences
- Defining failures
- Core education

### The Present (Reality)

---

*Where are you standing today?*

- Current primary income
- Current passion project
- Biggest daily friction

### The Future (Horizon)

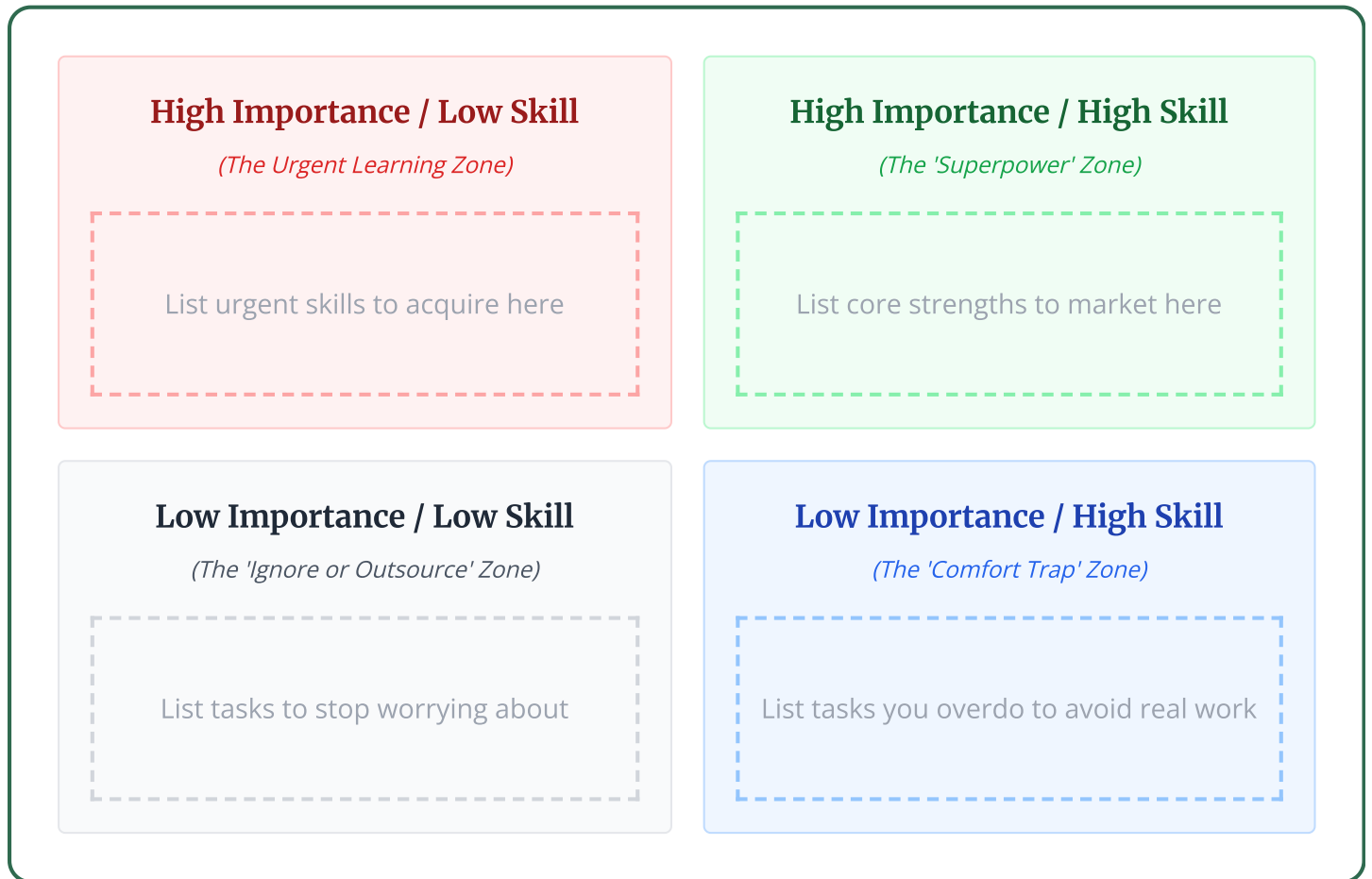
---

*Where do you want to be in 3 years?*

- Ideal client/audience
- Desired income stream
- Legacy / Impact

## Worksheet 2: The Skill Gap Analysis Matrix

**When to use:** Session 2. Great for identifying exactly what the mentee needs to learn next to achieve their 'Horizon'.



## Worksheet 3: The Networking Strategy Tracker

**When to use:** Session 3. Creatives often hate networking. This visualizes it as community building instead.

Connection Type	Who are they? (Names/Roles)	The "Give & Ask" Strategy
<b>Inner Circle</b> Close peers, past mentors, trusted friends.		<i>How can they help you right now?</i>
<b>Warm Ties</b> People you've met once, LinkedIn connections, past clients.		<i>What value can you offer them before asking for a favor?</i>

Connection Type	Who are they? (Names/Roles)	The "Give & Ask" Strategy
-----------------	--------------------------------	---------------------------

**Cold Targets**

Dream clients, industry leaders, agencies.

*What is your exact strategy for the first cold outreach?*

## Worksheet 4: The Portfolio Friction Matrix

**When to use:** Ideal when the mentee is procrastinating on launching their work due to perfectionism.

**Facilitation Prompt:** "Let's list the top 3 pieces of work sitting on your hard drive. For each one, tell me exactly what the friction is that stops you from publishing it today."

Asset (The Project)	The Friction (Why is it hidden?)	The Minimal Viable Fix	Deadline
---------------------	----------------------------------	------------------------	----------

*e.g., Logo redesign for Cafe X*

*"I don't have a good mockup for it."*

*Buy one template, apply it, export.*

*Friday, 5 PM*

## Worksheet 5: The "Perfect Week" Architect

**When to use:** Final Session. Helps ensure the mentee has a sustainable structure moving forward.

Creatives often struggle with unstructured time. It helps to guide them in designing a realistic, ideal week that balances 'Deep Work' (creation) with 'Shallow Work' (admin, emails, networking).

Monday	Tuesday	Wednesday	Thursday	Friday
Morning: <i>Deep Work</i>	Morning: <i>Deep Work</i>	Morning: <i>Deep Work</i>	Morning: <i>Admin/Meetings</i>	Morning: <i>Deep Work</i>
Afternoon: <i>Shallow Work</i>	Afternoon: <i>Deep Work</i>	Afternoon: <i>Networking</i>	Afternoon: <i>Shallow Work</i>	Afternoon: <i>Skill Building</i>

*\*This is a template. The mentor should help the mentee block out their own specific hours, fiercely protecting their most creative times of the day.*

# 5. Follow-up & The 4-Hour Goodwill Declaration Tracker

---

The *PeerMent* Erasmus+ project mandates a minimum of 4 hours of direct digital mentoring. How you structure these 4 hours is mostly up to you and your mentee, but the completion does need to be tracked, reported, and formalized to meet European Union project standards.

## 5.1. Structuring the 4 Hours

It is generally best not to attempt doing all 4 hours in a single session, nor spread it out over 6 months. The best momentum for creative mentorship comes from regular, concentrated bursts of effort.

### Recommended Session Architecture:

- **Session 1 (60 Mins):** Discovery, Trust Building, and defining the V.I.B.E. Goal.
- **Session 2 (60 Mins):** Skill Gap Analysis and Portfolio Friction mapping.
- **Session 3 (60 Mins):** Networking Strategy and specific project feedback.
- **Session 4 (60 Mins):** The "Perfect Week" architecture, reflection, and formal project closure.

## 5.2. Asynchronous Check-ins (Between Sessions)

The magic of mentorship often happens between the sessions. However, you still want to maintain the boundaries you defined in Section 1. You can use the following structured check-in template via email or a professional messaging platform midway between your live sessions.

### *The 5-Minute Check-in Template:*

*"Hi [Mentee Name], just checking in before our next call on Thursday.*

*1. Did you manage to complete the [Process Goal] we discussed?*

*2. On a scale of 1-10, how is your creative energy this week?*

*No need for a long reply, just a quick update! See you Thursday."*

## 5.3. Project Reporting: The Goodwill Declaration

To successfully conclude your involvement in the KA210-VET project, both you and the Mentee will need to sign the "Goodwill Declaration Tracker." This acts as the official timesheet and proof of pedagogical delivery.

## OFFICIAL MENTORSHIP LOGBOOK

Mentor Name: \_\_\_\_\_

Mentee Name: \_\_\_\_\_

Session	Date & Time	Duration	Key Focus / Worksheet Used
Session 1			
Session 2			
Session 3			
Session 4			

*"By signing below, we confirm that the 4 hours of peer mentorship have been completed in accordance with the PeerMent methodology, fostering mutual growth and digital skill exchange within the Creative Industries."*

**Mentor Signature:**

**Mentee Signature:**

\_\_\_\_\_

\_\_\_\_\_

### 5.4. The Graceful Exit (Offboarding)

Mentorships are not meant to last forever. A successful mentorship is actually one that makes the mentor obsolete over time. In your final 15 minutes of Session 4, explicitly celebrate the mentee's progress and gracefully close the relationship.

## **The Closing Script:**

"We have officially completed our 4 hours. I am incredibly proud of the progress you've made, particularly in [Specific Area]. You now have the frameworks to continue this growth independently. While our formal PeerMent sessions are ending, I am now a part of your professional network. Please send me a message when you launch [The Project], I would love to celebrate it with you."

# 6. Overcoming CCI-Specific Psychological Barriers

---

Mentoring in the Cultural and Creative Industries is fundamentally different from corporate mentoring because a creative's work is intimately tied to their identity. If a spreadsheet fails, it's just a math error. But if a design or a piece of writing is rejected, it can feel like a personal rejection. As a PeerMent mentor, it helps to be equipped to guide your mentee through three highly specific psychological blockages.

## 6.1. Deconstructing Imposter Syndrome

Thanks to social media platforms like Behance, Dribbble, and Instagram, creatives are constantly bombarded with the top 1% of global talent. This leads to a "Compare and Despair" loop that often culminates in debilitating Imposter Syndrome.

### **Intervention Strategy: The Timeline Shift**

When your mentee says, "I'll never be as good as [Famous Creator]," they are usually comparing their "Chapter 2" to someone else's "Chapter 20".

*Action:* Ask your mentee to use the Wayback Machine (archive.org) or scroll to the very bottom of that famous creator's Instagram feed. Show them the creator's early, unpolished work. Remind them that mastery is an iterative process, not a trait they are just born with.

## 6.2. Managing Creative Burnout (Rest vs. Quit)

Creative burnout is not just physical exhaustion; it is the depletion of creative capital. Mentees often confuse the need for a temporary rest with a desire to quit the industry entirely.

Your role is to help them gently diagnose the type of burnout they are experiencing:

**Volume Burnout:** They are simply doing too much work, even if they actually like it.  
*Solution:* Look into improving time management (like Worksheet 5).

**Alignment Burnout:** They are doing work they fundamentally dislike just to pay the bills.  
*Solution:* Explore pivoting the portfolio strategy to attract different, more aligned clients.

## 6.3. The "Criticism Filter"

A common barrier to growth is the inability to process negative feedback from clients or directors. Mentees often take revisions personally, which stalls their progress.

### **The "Objective Distance" Technique:**

Suggest your mentee try to stop saying things like *"The client hated my design."* Instead, encourage them to say: *"The client felt that this specific design iteration did not solve their business problem."*

By inserting the words "this specific iteration," you help the mentee detach their ego from the deliverable. This allows them to iterate and improve without feeling emotionally damaged by the feedback.

# 7. Cross-Cultural & Cross-Disciplinary Mentoring

---

The Erasmus+ PeerMent project connects creative professionals across different European borders and diverse creative disciplines. For example, a mentor based in Spain might be paired with a mentee in Turkey, or a Graphic Designer might be mentoring an Architect. Navigating these lovely but sometimes tricky nuances is a hallmark of an advanced mentor.

## 7.1. Navigating Cultural Communication Styles

European cultures vary significantly in how they deliver and receive feedback. Understanding where you and your mentee fall on the communication spectrum is vital to avoid misunderstandings during your digital sessions.

### Low-Context Cultures (e.g., Germany, Netherlands)

Feedback is direct, explicit, and literal.

Silence means agreement or active listening.

*Mentor Adjustment:* If mentoring someone from a high-context culture, it helps to soften your direct critiques. Try framing them as suggestions rather than absolute rules.

### High-Context Cultures (e.g., Spain, Italy, Turkey)

Feedback is often layered, implied, and relies on tone or relationship.

Silence can sometimes indicate disagreement or discomfort.

*Mentor Adjustment:* If mentoring someone from a low-context culture, try not to rely on subtle hints. Stating your feedback clearly and objectively usually works best.

---

## 7.2. The Universal Language of the Creative Process

It is highly probable that you will mentor someone outside your specific sub-niche. A UX/UI designer might feel slightly unqualified to mentor a Fashion Photographer at first. However, the *PeerMent* methodology relies on the fact that the underlying creative process is beautifully universal.

***Script for Cross-Disciplinary Alignment:***

*"While I'm not a professional in your specific field, the business of creativity (managing clients, fighting creative blocks, pricing our worth, and structuring our portfolios) is quite universal. My role isn't to teach you how to use your software; my role is to help you build a sustainable business and mindset around your art."*

# 8. Troubleshooting the Mentorship Lifecycle

---

Even with a great onboarding process and empathetic listening, human relationships are naturally unpredictable. You may occasionally encounter behavioral hiccups that threaten the completion of the mandatory 4 hours. Here is a friendly guide on how to professionally navigate the three most common lifecycle bumps.

## 8.1. The "Ghosting" Mentee

Imagine your mentee misses a scheduled Zoom call and doesn't reply to your follow-up email. Try not to immediately assume disrespect. In the creative industries, "ghosting" is usually just a symptom of feeling overwhelmed, anxious, or a bit ashamed for not having completed agreed-upon tasks.

### The "No-Guilt" Re-engagement Email:

*"Hi [Mentee Name], we missed each other today. I know how chaotic the creative industry can be, and it is completely okay if you didn't have time to complete the worksheet we discussed. Let's not let perfection get in the way of progress. Let me know if you'd like to reschedule for next week, no questions asked."*

This gentle approach removes the "shame" barrier and usually results in an immediate, apologetic, and productive reply.

## 8.2. The Over-Dependent Mentee

If a mentee begins messaging you daily on WhatsApp for very minor decisions (like, "Should I use this font or that font?"), they have likely crossed the boundary from mentorship into dependency. You'll want to reset this boundary kindly without making them feel rejected.

**A Helpful Fix:** Avoid replying immediately. Wait 24 hours, then reply: *"Great question! I have some thoughts on this, but let's save it for our official video call on Thursday so we can dive deep into your decision-making process."*

## 8.3. Early Termination Protocols

If, after three attempts to re-engage, the mentee remains totally unresponsive, or if the relationship becomes consistently unprofessional, you have the right to terminate the mentorship. Your time as an Erasmus+ volunteer is incredibly valuable.

You can send a final, professional closure email, CC'ing the project coordinator: *"Hi [Name], since I haven't heard back, I will assume you don't have the capacity for this mentorship right now. I am officially closing our session loop so I can allocate my volunteer hours elsewhere. I sincerely wish you the absolute best in your creative journey."*

## Congratulations, Mentor!

You have reached the end of the MENTGEE Digital Playbook. By utilizing these frameworks, worksheets, and psychological troubleshooting techniques, you are not just imparting knowledge; you are actively shaping the next generation of leaders in the Cultural and Creative Industries across Europe.

**Thank you for your dedication to the PeerMent Erasmus+ Project.**

---

[Visit Official Project Website](#)