

FOR EDITORIAL CONSIDERATION

## Smart Mentoring and IMNO: *The Career Development Revolution*

Provo, UT—Step aside Donald and Martha: Aspiring Professionals—including the unemployed—are sick and tired of the “apply and wait” game associated with traditional career-development. They search for answers only to find countless organizations, social networking websites, and television shows sketching success as a commodity acquired through union-minded policies, web-generated leads, the right suit, or hard-nosed business etiquette. When all is said and done, the Aspiring Professional still wakes up the next day as—just that—an “Aspiring Professional”. This confusing, cyclical blur that makes mediocrity the Working Man’s companion has only one real-time answer: *Smart Mentoring*.

*Smart Mentoring* turns exhaustive job searches upside down by revealing the inherent power within the individual. *Mentoring* is the act of lifting another to a higher level of knowledge, giving him/her “new eyes to see”. *Smart Mentoring* is not a quick-fix solution—not the equivalent of career development “fast food”—but a solid, focused approach to job success. It is an open invitation for everyone to share the greatest assets to career development: knowledge and experience. How many people do we know who sought after that “dream job” only to return, frustrated, to the unemployment line only weeks later? Traditional job processes dictate potential employees follow a specific passive-natured protocol: submit application, be interviewed, wait to be hired, and then wait (sometimes for several years) to be mentored. In contrast, Smart Mentoring is an approach where applicants take the reigns of personal development: seek greater career-specific knowledge and experience, set appointments with and interview potential employers, target desired Mentors, and become a Mentor to others.

Aspiring Professionals looking for ready resources can rely on several powerful elements including personal initiative, referrals, and The International Mentoring Network Organization (IMNO). The International Mentoring Network Organization is a worldwide neighborhood of professionals, experts, and leaders who are concerned with career development. These men and women from every nationality, background, and profession believe life is a mission, not a career; each is therefore humble enough to both search for and share personalized mentoring. Incorporating the ideal of Smart Mentoring, The International Mentoring Network Organization stands as a free source of strength to weather the winds of professional development by providing unique tips and resources, audio MP3 and text interviews with successful professionals from every field, and one-on-one opportunities to be mentored and mentor others at [www.imno.org](http://www.imno.org).

“IMNO is *so practical, so inspiring, so uplifting*, that you need to be part of this. It will help you become more self-reliant, more capable inside yourself to dig deeper in your education, take the toughest teachers not the easiest and get into a fundamental purpose of making a difference in life and never slowing down”, said Stephen R. Covey, author of

*The 7 Habits of Highly Effective People.* CEO of Dell, Kevin Rollins added, “IMNO is an excellent resource for individuals who want to learn what they need to know to achieve success in their professions.” Two-time Major League Baseball MVP Dale Murphy said, “IMNO allows me to mentor hundreds of aspiring athletes and other professionals throughout the world.” Khanyiso Mdalana, from a small township in Tembisa, South Africa affirmed, “I wasn’t able to attend a formal College or University. IMNO gave me a great reason to contact and interview the country director of a large software company,” said Khanyiso Mdalana. “I learned what to do to become an IT professional in South Africa. And it sure helps that I got to know the country director of one of the largest software companies in the world.”