



be the mentoring
business for growth

Mentoring for Growth

Induction for new Mentees

bethebusiness.com



Congratulations!

As a mentee on our Mentoring for Growth Programme, you're about to embark on a personally and professionally energising experience.

Feedback from existing mentees means we're confident you'll find this inspiring – challenging yourself and your team, sharing experiences with a senior business leader, gaining new insights and most importantly, finding new ways of looking at your business challenges that could make a real difference to your growth and competitiveness.

What you'll get out of this programme as an SME:

- Acquire insight from an experienced business leader
- Access a discussion partner to work through business challenges
- Gain assistance shaping strategy, organisation design and business plans
- Boost self-confidence and motivation for change and growth

If you're new to mentoring, we'll guide you through the whole process here. Even if you've been mentored before, still read on for further information about our programme and organisation, hints and tips on how to achieve the most successful and productive mentoring experience possible, and guidance on where to find more information should you need it.

Find out:

- **About Be the Business**
- **About Mentoring for Growth**
- **How it works**
- **Support and resources**
- **Case studies**



Tony Danker CEO of Be the Business introduces the movement.

About Be the Business

We are Be the Business, a non-profit, independent movement committed to raising productivity in the UK through improving the leadership skills and business performance of SMEs in all sectors.

Our campaign, *Business leadership for a better decade*, is focused on galvanising business leaders to join us in this mission and turn around the slump in UK productivity and competitiveness over the last decade. This productivity decline has been acknowledged by business leaders and the government as needing to be addressed urgently if the UK economy is to thrive and compete globally.

To this end, Sir Charlie Mayfield, chairman of the John Lewis Partnership and Be the Business has spearheaded this business-led drive and since been joined by a large and growing number of high-profile leading UK businesses who recognise the need for action.



Find out about the Be the Business movement and all the activities we're involved in.



“Mentoring is a proven way to help ambitious leaders become even more successful and, with Mentoring for Growth, some of the UK’s leading businesses are lending their experience.”

Sir Charlie Mayfield

Chairman, Be the Business
and John Lewis Partnership



“This is a moment we cannot miss. For every business to raise its game and in turn transform our competitiveness as a nation. The productivity movement we are building is real and it’s a privilege to play a part in it.”

Tony Danker

CEO, Be the Business

Mentoring for Growth

Mentoring for Growth is Be the Business' flagship programme. It connects business leaders from large, multinational companies with owners of SMEs in productive mentoring partnerships.



This connection facilitates the exchange of knowledge, ideas, expertise and experience to shape the future direction of an SME and identify ways they can improve their productivity and achieve their business aspirations.

“With Be the Business you get access to an expert with experience in your sector, someone who’s been through the issues or exact growth stage you’re going through. Even if it serves to validate your own instincts and ideas, that’s incredibly valuable.”

Your mentor actually looks into your business and helps you decide what to focus on. At Carrs we wanted to learn how to plan for expansion and maintain productivity as we grew. We also needed help identifying new customer groups.”

Matt Carr, Carrs Pasties

According to experts, mentoring is...

“To support and encourage people to manage their own learning in order that they may maximise their potential, develop their skills improve their performance and become the person they want to be.”

Eric Parsloe

The Oxford School of Coaching & Mentoring

“Off-line help by one person to another in making significant transitions in knowledge, work or thinking.”

David Clutterbuck

Co-founder and lifetime ambassador of the European Mentoring and Coaching Council and founder of Clutterbuck Associates

Working in partnership with:



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How it works



Next steps

Your first contact will be with your Mentoring Advisor, and this may have happened already. The matching process can take a few weeks, as our mentoring experts put mentors and mentees through a rigorous pairing process to ensure long-term compatibility.

Once you are matched and introduced, it will be over to you and your mentor to start the process. You both need to be engaged and committed to the programme, and promptly organise the all-important first meeting which will be exploratory, aiming to establish some 'chemistry' and a mutual feeling that the relationship would be productive and effective.

Should you have any reservations at this stage over compatibility, either party can feed this back and be re-matched if necessary – our objective is for the mentoring partnership to be as enjoyable and effective as possible.

Getting started

Once your pairing is agreed, it is likely it would last for around a year.

The most effective and productive mentoring relationships are ones which set regular meetings, ideally once a month, with as many as feasible being face-to-face.

Experience and feedback from successful relationships have highlighted the benefits of visiting each other in your work environments at least once. This is especially the case if your mentor comes to your work place as early on in the relationship as possible.

The Mentoring for Growth journey

1. Registration

Potential mentors and mentees are recommended to join the programme either by their organisation/ local hubs or LEP's. Register through iMentor to provide information about their experience, skills or needs and challenges.

3. Discussion

A Mentor Advisor has a one-on-one meeting with both the mentor and mentee to gain greater understanding of their background, challenges and motivations.

5. Match confirmed

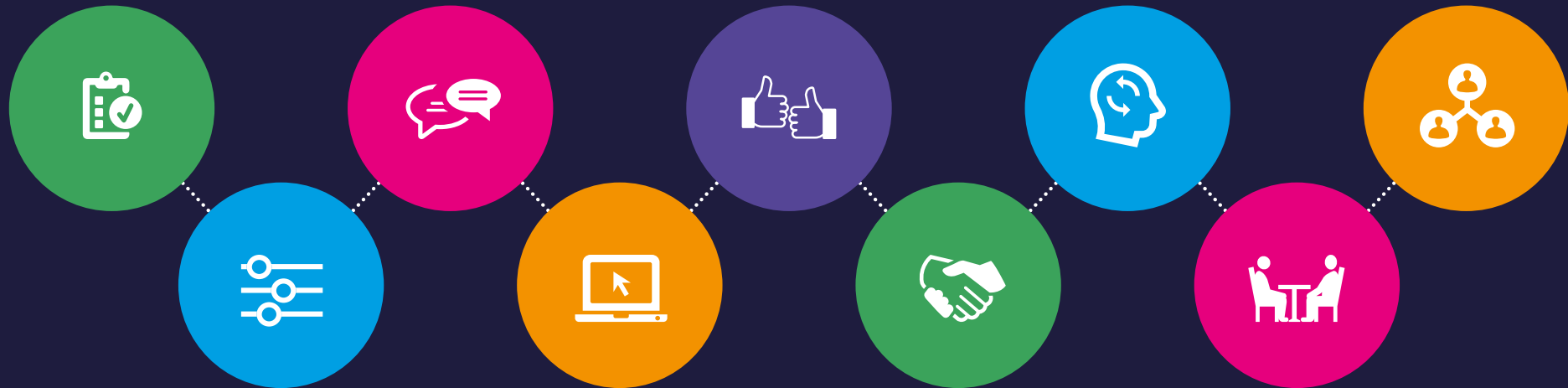
iMentor shortlists suitable SMEs for the Mentor prior to the Mentor Advisor finding the most appropriate match based on interviews. Matching with SME leader takes approximately 4-8 weeks from first registration of the mentor.

7. Second thoughts/rematch

If, following matching, the mentor/mentee fit is not right for either party, there is an opportunity to be re-matched.

9. Peer to peer

Ongoing contact with the Advisor is available and we hope to plan events and sharing experiences with others on the programme. There are also follow up programmes and events to participate in.



2. Filtering

Their profiles in iMentor serve as the basis to provide a match. Variables such as region, sector and mentor skills facilitate the match with between suitable mentors and SME leaders.

4. Induction

Induction communications and guides and access to the online Resource Hub are provided to the mentors and mentees before their mentoring relationship begins.

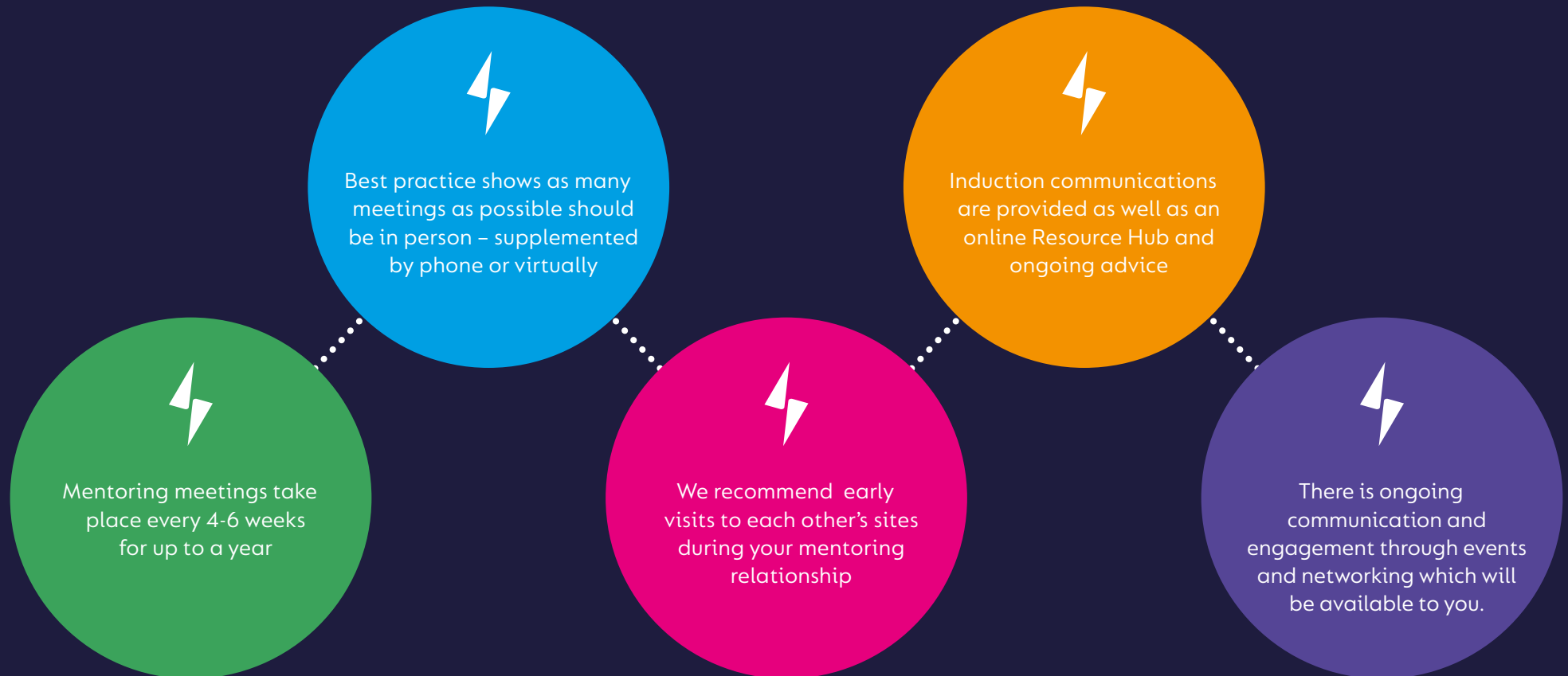
6. Initial Meeting

A potential match is communicated to the SME and mentor, prior to their initial meeting. Face-to-face meeting is recommended. This first meeting establishes a safe and comfortable mentoring environment.

8. Regular meetings

Regular meetings (every 4-6 weeks) take place in person preferably, but also supported and supplemented virtually where necessary.

Programme structure and commitment



Top tips for a successful experience

Mentees and mentors share their top tips:

- 1 Being from different industries or sectors does not mean that you won't have a successful mentoring relationship.
- 2 Make contact as early as possible and arrange to meet as soon as possible following this.
- 3 If possible, your first meeting should be at the mentee's business premises. This will enable to see first-hand their working environment, culture, team, facilities and technology as well as have an exploratory conversation. In fact, site visits on both sides can be incredibly valuable.
- 4 Plan to have mostly face-to-face meetings wherever possible, these can then be supplemented with or occasionally replaced by virtual meetings or phone calls.
- 5 Do make use of assistants and PAs in your and the mentor's team to help with arranging meetings and managing diaries, as it's highly likely both parties are extremely busy. If you don't have one, perhaps a support administrator in your team would like to be involved and be included in the programme to support you.
- 6 Be prepared to do a lot of listening.
- 7 Be honest from the beginning.
- 8 Try and establish trust and chemistry early on.
- 9 Be flexible about how you allow the relationship to unfold and be prepared that early objectives may change completely after the first meeting(s).
- 10 Remember confidentiality is vital – what is said in the room, stays in the room.
- 11 The relationship should last around a year. Don't be concerned about discussing how it will draw to a close and whether or not you remain in occasional contact afterwards, for specific questions and or to the chat through progress of the business.

Support and resources

You can email the mentoring team at Be the Business with any questions or for additional support.

A further way to feed back to us is via a short online quarterly survey to give us valuable feedback on the progress of the programme and your relationship. You will receive these via email from your advisor, and they are confidential.

Follow up

As your mentoring partnership comes to a close, we welcome constructive feedback from both parties. And the journey doesn't have to end there, for either party.

For the SME leader, their development journey can continue with opportunities to connect with like-minded business leaders through our Ambassador, Alumni and training Programmes. The SME can ask the Mentoring Advisor about the details for these programmes.

Useful contacts

Be the Business works in collaboration with The Growth Company, regional Growth Hubs and Local Enterprise Partnerships (LEPs) to deliver the Mentoring for Growth programme in your region and locally with SMEs.

The Growth Company: btbmentoring@growthco.uk

Mentoring for Growth Resource Hub and Online Meeting Centre: mentoringforgrowth.imentor.co.uk

Useful resources

Visit the [Resource Hub](#) for:

- Mentoring resources
- Mentoring Guide
- Further hints and tips
- Case studies
- Make organising meetings easier through the meetings centre on the iMentor system

Case studies

Going forward you will find a number of useful pieces of information, guidance and case studies on the Mentoring Resource Hub. We will add up-to-date material and build the Hub as the programme continues to grow.



A short mentor and mentee conversation: Andrew, mentor from Siemens and Matt Carr from Carrs Pasties.