THE BUSINESS CASE FOR MENTORING

G Guider

INTRODUCTION

Most people are aware that mentoring is a good thing.

It's a well proven practice for increasing self-confidence and leadership skills in individuals, through to promotion and retention rates (and even revenue) for businesses.

Yet even with that knowledge, the majority of organisations **do not have a successful, cohesive mentoring culture.**

Why? Because those trying to establish mentoring programmes internally face a number of battles and challenges:

- Getting stakeholder buy in
- Articulating the value
- Negotiating the budget
- Recruiting participants
- Managing the set up & execution
- Measuring and proving the impact
- Reporting return on investment
- Making it repeatable and scalable

All while doing this on the side of their day to day role.

Sound familiar?

At Guider, we have conversations on a daily basis with professionals facing these exact challenges.

We know how hard it is to get internal investment for mentoring, particularly with specific tailored programmes.

This toolkit has been created to help you champion mentoring in your organisation, and create a business case for Guider to support you.

WHY MENTORING?

If you still need to make the case for mentoring internally, the following pages will provide a breadth of benefits and research that support the use of mentoring within organisations.

Copy and paste as you see fit:

BENEFITS FOR ORGANISATIONS

• Company Culture

Mentoring fosters a culture of learning, nurturing, and growth which filters through the whole organisation.

• Employee Engagement

This leads to people feeling more satisfied and happy at work, increasing employee engagement.

• Employee Retention

People stay longer at a company when they're offered opportunities to learn and grow (LinkedIn Learning)

• Talent Recruitment

The modern workforce values personal development highly. Mentoring helps attract top talent.

• Leadership Development

Strong leadership skills such as self-awareness and communication are all developed through mentoring.

• Diversity

Mentoring improves diverse representation in leadership roles by supporting under-represented groups.

• Inclusion

Increase individual exposure to different perspectives to create a more inclusive, empathetic workforce.

• Cultural Competence

Sharing perspectives, backgrounds and lived experiences also increases cultural competency within businesses.

• Knowledge Retention

Mentoring is an effective and low-cost way for senior employees to pass on knowledge to younger staff.

• Succession Planning

With leaders leaving or retiring, mentoring can help prepare a talent pipeline of future leaders.

Mentoring Statistics:
The research you need to know...

» READ NOW

A common challenge for mentoring in business is also getting enough dedicated participants, so it's always helpful to promote the benefits for mentees and mentors:

BENEFITS FOR MENTEES

• Self-Confidence
Those with mentors increase in self-confidence and self-assurance, which positively impacts attitude at work.

• New Perspectives
Mentors expose new ways of thinking and problem solving which help the mentee learn and grow.

• Developing Networks
Mentoring helps people connect with others and develop their personal network outside of their team.

• Promotions
People with mentors are promoted 5 times more than those without. Mentoring also increase aspiration.

• Self-Awareness
Mentoring requires a high level of self-analysis around strengths, weaknesses, and values.

• Job Satisfaction & Loyalty
With mentors helping mentees achieve their career goals, job satisfaction and fulfilment increases.

BENEFITS FOR MENTORS

• Leadership Skills
Being a mentor is a great way to develop sought after leadership skills like giving feedback and questioning.

• Fulfilment
Mentors describe their job as more meaningful than those who don't, and gain fulfilment from giving back.

• New Perspectives
Every time you speak to new people with different experiences and backgrounds, you learn something.

• Self-Reflection
An opportunity to reflect on their career, learnings, goals and practices that's separate from day to day work.

• Career Success
In terms of professional rewards, mentors are 6 times more likely to be promoted than those who don't.

• Paying it Forward
Encouraging and supporting another person to succeed, particularly if they are different to you, is very rewarding.

USES OF MENTORING

Mentoring is a powerful and multifaceted solution to a number of business challenges, but not everyone is aware of that.

Another thing that you might need to demonstrate is all the ways mentoring can be used within an organisation:

10 USES OF MENTORING

1 Leadership Development

Leaders can pass on their skills and key learnings to somebody who is about to enter a leadership role. Sharing challenges and facilitating a support system of leaders is an effective way of training people.

2 Onboarding New Joiners

Starting a new job is daunting, particularly virtually. Organisations can use mentoring to on-board their new employees, pairing them with someone who can show them the ropes in a friendly and relatable way.

3 Graduate Schemes

Similarly, graduate specific mentoring is an effective way of making grads feel welcome and supported. Gen Z have high expectations of their working lives, and so investing in their development goes a long way.

4 Women in Leadership

Efforts need to be made to promote upward mobility for women. Mentoring guides and inspires women at crucial stages of their careers, helping to create a stronger career pipeline for women in your business.

5 Diversity & Inclusion

Mentoring helps foster a culture of inclusion. Individuals from an under-represented group can also be mentored and supported, which has proven to improve minority representation in management.

6 Succession Planning

Mentoring for succession planning involves identifying high performing individuals and prepping them via mentorship for senior roles within the organisation, creating a talent pipeline.

7 Knowledge Retention

It's important to ensure industry knowledge and experience is not lost when people retire or leave. Establishing mentoring facilitates the passing down of information across the business.

8 Maternity & Paternity

Preparing for maternity/paternity leave, and returning to work afterwards, can be difficult. Having senior working-parents mentor new working-parents, can be valuable for their mental health, job satisfaction and productivity.

9 Skill Sharing

If a group need to increase their skill in a certain area, they can be assigned mentors who already possess that knowledge and experience to help them get there. This is typically seen with digital skills in organisations.

10 Transitional Periods

Whether it's new management, a structure overhaul, re-distribution etc, mentoring can help re-establish a culture of community across the organisation in a relatively short period of time.

WHY GUIDER?

Guider's platform allows you to run and scale multiple mentoring programmes end-to-end, with ease.

We are supporting some of the world's largest known businesses to run programmes that help their people grow and develop.

MATCH   **MENTOR**   **MEASURE**

Stakeholders don't always understand the huge amount of work that goes into running a mentoring programme, and therefore may not fully understand the value of using software.

Here are some direct business benefits of using Guider:

BENEFITS OF GUIDER FOR ORGANISATIONS

Break down internal silos by connecting people across the entire organisation through mentoring.

Improve diversity in leadership and create an inclusive company culture where everybody is heard and valued.

Increase retention, particularly in Millennial and Gen Z employees, who highly value personal development.

Enhance onboarding by providing new joiners with a mentor. It takes 5 minutes to sign up and book a session.

Prove the business value of social learning with data from your mentoring programmes.

Attract new talent by prioritising personal development and promoting a successful learning culture.

Improve employee engagement by creating long lasting impactful mentoring relationships.

Easily scale mentoring across the world and thousands of employees with one centralised tool: Guider.

As the people managing the programme, we know how hard it is to match, track, measure and maintain momentum of mentoring. Here's how Guider makes your life easier:

BENEFITS OF GUIDER FOR PROGRAMME MANAGERS

One centralised place for mentoring across the entire organisation (no spreadsheets in sight).

Built to enable virtual mentoring across global remote teams. Connect anyone, anywhere with Guider.

Integrate with the tools and systems your employees are familiar with to improve adoption and engagement.

Access valuable data reporting from your programmes to track progress and measure success.

Dedicated Customer Success team to guide you through the process and help you get the most from Guider.

Manage multiple programmes targeting different use cases in your business, such as graduates or D&I.

We take care of comms between mentors and mentees with email nudges so you don't have to.

A smooth implementation process to help you scale mentoring in your organisation as soon as possible.

And of course, mentoring programmes are only successful if the people involved are getting the most out of it...

BENEFITS OF GUIDER FOR MENTORS AND MENTEES

MENTEES

Able to browse mentors' profiles and select those most relevant to them, increasing personal investment.

Book sessions directly into a mentor's calendar to save time back and forth over email trying to schedule a time.

View their mentor's preferred communication method prior to their session for smooth connections.

Access guidance in the Learning Hub from structuring mentoring sessions to setting SMART goals.

MENTORS

Integrate Outlook and Google calendars with Guider so mentees can see their availability in real time.

Sessions booked directly into their calendar to save time back and forth over email trying to schedule a time.

Set their preferred communication method when they join the programme for smooth connections.

Guider Academy features a full course on how to be a good mentor, with best practice and tips for supporting mentees.

CASE STUDIES

We understand the value of hearing this directly from other people who are using Guider, so here's a collection of videos from fellow programme managers:

LegalGeek: Transforming Mentoring with Guider

Scaling Revenue Collective's Mentoring Scheme

Mentoring at Marks & Spencer: A Case Study
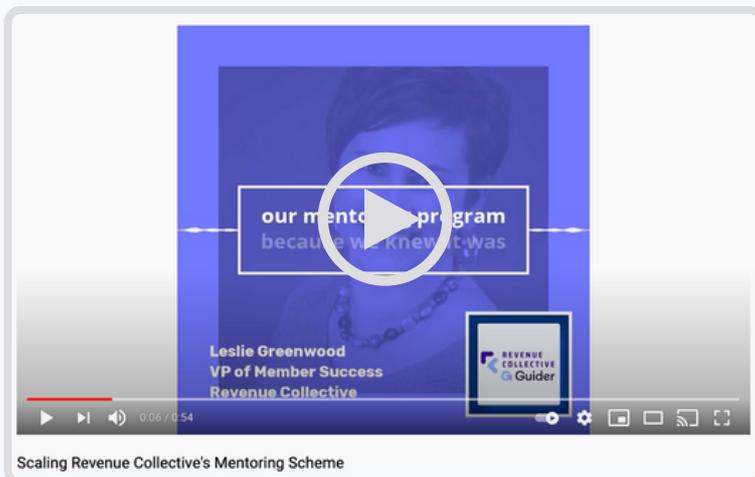
TIMEFRAMES

Getting up and running with a new programme and software doesn't have to be a lengthy difficult process. Here's what you can expect from going live with Guider:

YOU ARE HERE

SPEAK TO GUIDER

Book a demo of the platform and find out how Guider works and how we can support you.

1

2 WEEKS

2

OUTLINE GOALS

The most successful mentoring programmes are goal orientated, so we support you with programme design.

INTERNAL SIGN OFF

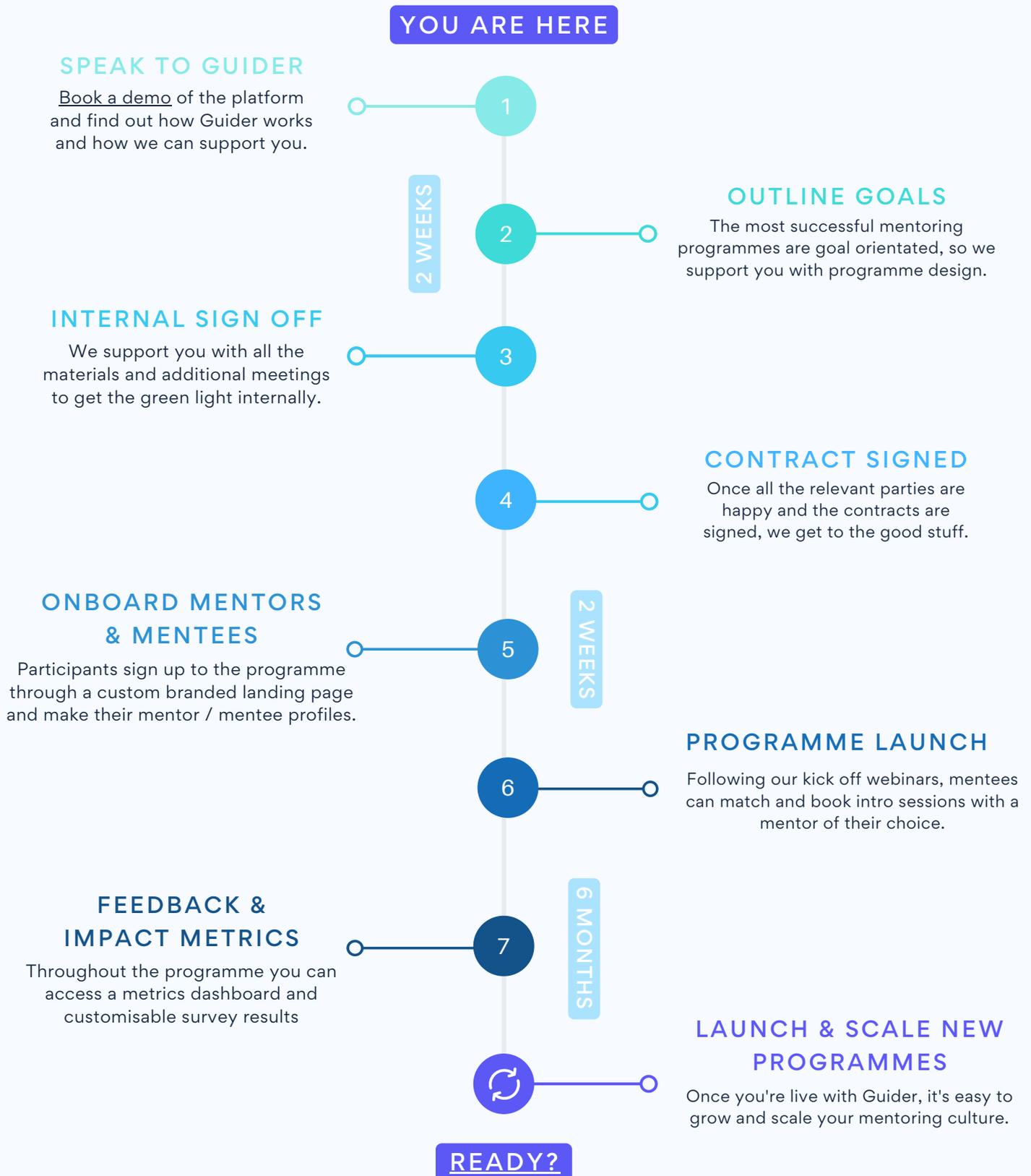We support you with all the materials and additional meetings to get the green light internally.

3

CONTRACT SIGNED

Once all the relevant parties are happy and the contracts are signed, we get to the good stuff.

4

ONBOARD MENTORS & MENTEES

Participants sign up to the programme through a custom branded landing page and make their mentor / mentee profiles.

5

2 WEEKS

PROGRAMME LAUNCH

Following our kick off webinars, mentees can match and book intro sessions with a mentor of their choice.

6

FEEDBACK & IMPACT METRICS

Throughout the programme you can access a metrics dashboard and customisable survey results

7

6 MONTHS

LAUNCH & SCALE NEW PROGRAMMES

Once you're live with Guider, it's easy to grow and scale your mentoring culture.

READY?

PROPOSAL FRAMEWORK

With all that in mind, here's a business case framework to help you position a specific mentoring programme to a team or your superior, including how you will execute and measure success:

PROPOSED MENTORING PROGRAMME:

1. WHY?

What problem is the programme solving?
What purpose does it serve?
Think of both business and individual needs:

4. SOLUTION DETAILS

Details of the mentoring programme and how it will work, including the type of mentoring, who will participate, timeframes, how it will be managed, how it will be measured etc.

8. COST

What is the cost of running this programme including employee time, software, training etc?

2. OBJECTIVES

What are you aiming to achieve?
What are the programme goals?
What does success look like?

5. KPIS

What metrics will you track in order to measure success against the objective?

9. CHANGE

What change is required internally to make this happen?

3. BENEFITS

What are the benefits of your solution for everybody involved?

6. PEOPLE

Who needs to be involved to make this happen?
Why and in what capacity?

NAME:
JOB ROLE:

NAME:
JOB ROLE:

NAME:
JOB ROLE:

NAME:
JOB ROLE:

7. ALTERNATIVES

Acknowledge the alternatives if you do not implement this programme. Expand on their shortcomings:
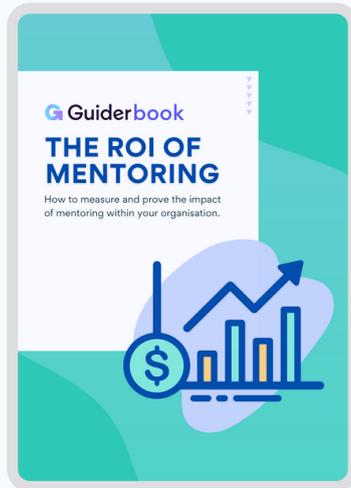
Need support filling this in? Got a burning question?

We are here to help! Drop an email to nicola@guider-ai.com

FURTHER RESOURCES

We have an e-book and webinar library to further support you with your mentoring needs:

G Guiderbook
THE ROI OF MENTORING
How to measure and prove the impact of mentoring within your organisation.

DOWNLOAD NOW

G Guiderbook
FACILITATING FEMALE LEADERSHIP
An overview of how to support and develop female leaders within your organisation.

DOWNLOAD NOW

G Guiderbook
MENTORING FOR DIVERSITY & INCLUSION
How to harness the power of mentoring to drive real change in your organisation.

DOWNLOAD NOW

G Guiderbook
BUILDING AN IMPACTFUL MENTORING PROGRAMME
The complete guide to building, running and measuring mentoring programmes within your organisation.

DOWNLOAD NOW

Something missing?

We are here to help!   Drop an email to nicola@guider-ai.com