
WELCOME

Welcome to the Mentor Her Programme!

Welcome to the Mentor Her programme. On Week One, we're going to be focusing on introducing yourself to the programme and acquainting yourself with your Mentee.

Your Mentee is an ambitious woman who has decided to sign up to this programme so that they can get their business to the next level. Mentoring and being mentored is all about building up a rapport with one another, getting to know each other's back story and motivations so that you're both on the same page. This will make it easier in the coming weeks for you to understand the support your Mentee needs in getting their business to the next level.

In Week One, we want to focus on three things:

- 1. Finding out more about your Mentee**
- 2. Introducing yourself to your Mentee**
- 3. Finding out more about your Mentee's Business**



THE MENTOR HER SCHEDULE

We have divided this course into two parts. The first is for Beginning your Business, for Mentees who are just starting out. The second is for Growing your Business, for Mentees who already have a business that they need help in scaling. We have already arranged with your Mentee what category they are in. Both categories will get different manuals every week to help them get to the next level, each customized to their category. This is the schedule for both. We encourage Mentees who want to do both, to pick Begin originally and join us on our next programme for our Grow category as there is abundant information in both.

BEGIN SCHEDULE

WEEK TWO	Finding your Target Audience & Unique Selling Point
WEEK THREE	Competitor Research & Pricing
WEEK FOUR	Your Business Position
WEEK FIVE	Making a Plan and Setting Goals
WEEK SIX	The Confidence to Move Forward

GROW SCHEDULE

Your Business Position
Making a Plan & Setting Goals
Sales: Your Business Pitch
Marketing: What Works for You
Gaining Confidence to Move Forward

BEING A MENTOR

SHARE

As a Mentor, you've signed up to the Mentor Her programme to help another woman grow her business to the success that you have seen in your own journey. A Mentee is defined by the fact that she does not have this experience and has not yet achieved the success that she desires. Her job is to ask questions, to explore possibilities and to ultimately learn something from you that can be applied to her own business' growth. The best thing that you can do when you're talking to your Mentee is to respond to her questions by sharing your own experiences. As someone who's achieved success in her career, you've made mistakes and you know the things that worked. As a Mentor, you can't protect a Mentee from making mistakes, as a lot of time they need to make mistakes on their own in order to learn from them, what you can do is share your insights and your experience so that Mentees can stay on the right path.

SUPPORT

Mentees come to you because they need help. Sometimes they're just looking for a soundboard from someone who understands their journey and sometimes they're looking for validation and agreement that they're doing the right thing. In these instances, all a Mentor has to do is listen, to take the time to understand and provide encouraging words and support for your Mentee. At other times, Mentees may have brainstormed their next step and have a lot of different ideas that they require guidance on. As a Mentor, you'll probably have a good idea from your past experience which ideas are good and which ones are bad. When presented with a "What do you think?" or "What would you do?" question, support the ideas that you feel most positive about by sharing the past experience that made you come to this conclusion. By supporting a decision with a story from your past, Mentees will also be able to get a better understanding of where your ideas are coming from and whether or not they are applicable to their own journey.

NUDGE

As a Mentor, your job isn't to advise a Mentee on how to turn her business around and make a huge amount of money in the same way your business has done. There are paid advisors, consultants, accountants and solicitors out there to do that job! Her journey is also not yours, she will deal with things differently, approach problems differently and ultimately run a business that may not be anything like yours. As a Mentor, the simple thing you need to do is nudge her in the right direction. To share your experiences, support her decisions and, if you do feel like she is going down the wrong path, to nudge her back on the right course by offering alternative solutions. Use phrases like, "have you considered...", "what do you think would happen if you tried...", "would it be a good idea to...". At the end of the day, the decisions a Mentee will make will be her own. All that you can hope for is that, by sharing your own experiences, you will have helped her gain insights she might not otherwise have had.

WEEK ONE- INTROS

THIS WEEK, IS ALL ABOUT INTRODUCTIONS AND HAVING A CHAT WITH YOUR MENTEE.

As an introduction week, we encourage you and your Mentee to get to know each other and share your background and experience. Primarily, your Mentee will be asking you questions about your career and experience to date. We encourage you to answer these questions and share your experience candidly with your Mentee so that they can get a better understanding of your history and why you began to run your own business.

She will be asking you about your current position, your career history, your day-to-day tasks and about your biggest challenges including how Covid-19 did or did not affect your business.

In return, we encourage you to ask your Mentee questions about her own experience, so that you understand the type of person she is. We think this will be helpful for you in talking to your Mentee over the coming weeks- if you understand how she is as a business owner, you'll be able to answer her questions with greater affect.

QUESTIONS YOU COULD ASK...

- What's your background? Where did you go to school, did you attend university? Have you always wanted to run your own business or were you inspired by external factors?
- What makes you You?
- What drives your motivation to run a business generally and on a day-to-day level?
- What is your business, how does it work and how is it going?
- What was your inspiration behind starting a business?