



## What do our clients say about the Mentoring Programme?

'The service was very flexible – the mentor was available around my busy schedule'

'it was great to get objective views and feedback from someone with experience'

'it helped me put a framework and a structure on my business and I put a plan together'

'it enabled me to avoid pitfalls by focusing me on the medium and long term goals rather than getting stuck in the day to day'



3 Village Square, Tallaght, Dublin 24, Ireland

E [info@sdenterprise.ie](mailto:info@sdenterprise.ie),

W [www.sdenterprise.ie](http://www.sdenterprise.ie)

T 01 405 7073

F 01 403 1234



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union



# MENTORING PROGRAMME

Your 'Friend In The Business'



## The Mentor

The Mentor is an experienced business person with skills in key business areas. Our panel of mentors cover a wide range of business sectors and disciplines with additional experience in training/mentoring /coaching and facilitation. In addition, we can also broker the mentoring services of other organisations such as Enterprise Ireland on behalf of our clients.

## The Mentor's Role

The Mentor's role is to listen, question, counsel and facilitate the business owner/manager. He/she will also:

- » help the client clarify business objectives and goals
- » Help identify problems and areas for improvement
- » Share experience and knowledge
- » Enable the client develop their own business skills and capacity
- » Contribute objective informed feedback to the client

The Mentor cannot, under the terms of this programme, act as an executive of the company nor does he/she become involved in day to day management of the business.

All our mentors sign business ethics and confidentiality agreements before undertaking any assignment on our behalf.

## Mentoring Assignments

The areas of involvement typically undertaken during an assignment may include:

- » General business management
- » Business planning
- » Marketing
- » Sales
- » Financial Management
- » Business structure / organisation
- » Strategy development
- » Preparing to Export
- » People management
- » Programme Delivery

The hallmark of our mentoring programme is its tailored flexible approach to each application which is dealt with individually.

If approved, our business advisor will carry out a short assessment of the applicant business and, in consultation with the applicant, assigns an appropriate mentor to the business.

Each assignment is of specific duration and may be as short as one visit only or as long as 5 visits.

Mentoring may be delivered on a one to one or group basis dependent on client needs. Outreach or in-house short mentor clinics may also be offered if appropriate. In some cases an assignment may be split between mentors where divergent fields of expertise are required.

The resulting tailored package is delivered at a time and place suited to the client. Our business advisor monitors progress by way of regular mentor reports and optional client contact.

## Fees

Currently, the Mentoring Programme is provided free of charge. However, applications are rigorously evaluated.