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## Corporate Mentorship Program Overview

The Connect to Success (C2S) Corporate Mentoring Program matches volunteers from our corporate partners with our C2S women-owned businesses (WOBs) for twelve months. The program is designed to provide these WOBS guidance from experienced business professionals around a specific challenge the WOB is facing. Potential areas of development include, but are not limited to:

- Leadership
- Strategic Planning
- Business Development
- Account Management
- Human Resources
- Financial Planning
- Branding and Marketing
- Employee Training
- Presentation Skills
- Sustainability
- Process Improvement
- Website Development
- Globalization

**“The Travelstore American Express group has participated to the Connect to Success initiative with great enthusiasm. I believe that we have learned as much as our mentee in this whole process. It is certainly very valuable to be reminded how difficult it is to launch a new business and to be able to overcome all the obstacles we may find in the road to success.”** - *Frédéric Fère, Travelstore, Corporate Mentor*

**“Participating in the program was very rewarding. Being able to contribute to the success of a new start-up is fantastic. See it growing, generate employment and also profitability was a great journey, but I was really amazed with the impact we can have on the mentee’s development.”** - *Mauro Xavier, Microsoft, Corporate Mentor*

**“Connect to Success is an outstanding, innovative program. We were able to empower, encourage, motivate and learn with our mentees, helping them in pursuing their dreams. There is no other more rewarding feeling than passing our experience to others, advising how to build their own path, which is the true value of Connect to Success Program.”** - *Jorge Rocha, Hilton, Corporate Mentor*

**“The Connect to Success program has enabled me to not only assist a small business in developing their marketing efforts to help their brand, but also to further my own development as a mentor and partner. I feel a great sense of pride in seeing how much the hard work and effort of my mentees has paid off for them thus far.”** - *Kristin Mendez, Boyden Portugal, Corporate Mentor*

**“The Connect to Success Mentoring Program has made all the difference into my business. I’ve learned from the vast experience of my mentor and has helped me to stay FOCUSED and think strategically. Highly rewarding and life changing experience.”** - *Esther Liska, Glow Woman Club, Corporate Mentee*

**“For any woman who owns a business, Connect to Success combines the best of both worlds: flexibility and opportunity to run my own business with the resources and community usually found in large companies. Being a part of Connect to Success’s programs has allowed me, and my business, to grow and build a network of female entrepreneurs who want to fulfill their dreams of owning their own business. I am very grateful for this opportunity.”** - *Ana Margarida Matos, Loja Sénior, Corporate Mentee*

	Mentor	Mentee
<b>Benefits</b>	For the corporate mentor, participation in this program is an opportunity to leverage and share personal expertise for the betterment of local communities without a huge time commitment, foster new insights and perspectives, enhance coaching, leadership, and management skills, and be exposed to the emerging talent pool of diverse business enterprises.	In addition to direct access to expert knowledge and power resources within various areas of business to potentially identify and fill gaps in business strategies, the certified business mentee also has the opportunity to expand its support network and gain a greater understanding of how the supply chain and supplier diversity operate at their corporate mentor organization.
<b>Participant Criteria</b>	<ul style="list-style-type: none"> <li>In-depth knowledge of organization</li> <li>Expertise in their professional arena</li> <li>Strong commitment to training and development</li> <li>Proven people development abilities</li> <li>Strong communication skills</li> <li>Highly-organized</li> <li>Accountability</li> </ul>	<ul style="list-style-type: none"> <li>Specific business challenge(s) to overcome</li> <li>Desire to learn cross-functionally</li> <li>Ability to identify/communicate developmental needs</li> <li>Convenient geographic location</li> <li>Positive attitude</li> <li>Accountability</li> </ul>
<b>Roles &amp; Responsibilities</b>	<p>Being a mentor commits you to a minimum of one meeting per month with your mentee. The minimum time commitment is approximately 2 hours per month, keeping in mind each mentoring relationship is unique.</p> <p>The relationship and project will 12 months from the kick-off date, as agreed by you and your mentee. Mentee will request feedback and final reports at that time.</p> <p>Mentor Role:</p> <ul style="list-style-type: none"> <li>Commit to monthly face-to face two-hour meeting and informal weekly communications</li> <li>Listen actively</li> <li>Act as a trusted personal business mentor and general business advisor</li> <li>Act as a valuable source for business information and sounding board for ideas, strategies, and plans</li> <li>Provide an interactive exchange of information and knowledge while offering practical, honest advice and guidance</li> <li>Provide safe risk-taking environment; inspire creativity and foster insights</li> <li>Challenge the mentee</li> <li>Advocate on behalf of mentee as appropriate</li> <li>Continually monitor and measure results and progress to insure business objectives are implemented</li> <li>Hold mentee accountable</li> </ul> <p>To be successful, we recommend:</p> <ul style="list-style-type: none"> <li>Punctuality</li> </ul>	<p>Expect to dedicate at least 2 hours per month working directly with the mentor, in addition to the hours spent implementing the business solutions and recommendations discussed.</p> <p>The relationship and project will conclude 12 months from the kick-off date, as agreed by you and your mentor. Mentee will request feedback and final reports at that time.</p> <p>Mentee Role:</p> <ul style="list-style-type: none"> <li>Schedule and attend face-to face two-hour meeting once a month</li> <li>Communicate Informally with your mentor on weekly basis</li> <li>Listen actively</li> <li>Drive the relationship by identifying the goals and objectives you strive to achieve and communicating them to mentor</li> <li>Maintain a mentoring plan and work with mentor to define goals, developmental activities, and time frames</li> <li>Seek additional resources for learning and identify people and information that might be helpful</li> <li>Take full advantage of this opportunity to learn</li> <li>Maintain confidences</li> <li>Be open</li> </ul> <p>To be successful, we recommend:</p> <ul style="list-style-type: none"> <li>Punctuality</li> <li>Being Prepared and Respectful*</li> </ul>

	<ul style="list-style-type: none"> <li>• Mutual Confidentiality</li> <li>• Mutual Engagement &amp; Active Participation</li> <li>• Shared Learnings</li> <li>• Open and Honest Communication</li> <li>• Finite, Realistic and Written Mutually Agreed Upon Goals and Objectives and Performance Measures to be Defined at the Kick-Off Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Mutual Confidentiality</li> <li>• Mutual Engagement &amp; Active Participation</li> <li>• Shared Learnings</li> <li>• Open and Honest Communication</li> <li>• Finite, Realistic and Written Mutually Agreed Upon Goals and Objectives and Performance Measures to be Defined at the Kick-Off Meeting.</li> </ul> <p>* Remember, your consulting team chose to take this special elective for a semester, so make the most of each meeting!</p>
<p><b>Suggested Mentoring Process</b></p>	<p>A poorly-planned and unstructured mentoring relationship can be a waste of time for both parties involved. Below is a suggested process that can help mentors and mentees have a more effective and productive experience:</p> <p><b>Kick-Off Meeting</b> Schedule a first in person session with all participants to discuss:</p> <ul style="list-style-type: none"> <li>• Roles and responsibilities</li> <li>• Overview of WOB - we recommend WOBs come to the first meeting with a company history, and a financial timeline of the company</li> <li>• WOB challenge(s) and specific, reasonable objectives WOB would like to achieve</li> <li>• Define Finite, Realistic and Written Goals and Objectives and Performance Measures, Milestones and Timelines Proposed strategy based on WOB key challenges</li> <li>• Discuss &amp; plan monthly meetings and logistics ( a set day once a month is suggested)</li> <li>• Q&amp;A</li> </ul> <p>Relax and remember that becoming acquainted is a critical step that will lead to positive results all around.</p> <p><b>Ongoing Communication</b> The WBO and mentor team meet in person monthly for two hours. The mentee takes the setting agendas. End each meeting with clear set of action items. Begin each subsequent meeting with a brief progress summary on those action steps.</p> <p>To keep your program energized, continue to communicate throughout the life of the program – email updates are a good way to do this.</p> <p>Offer ideas for mentoring activities, additional training through webinars and white papers. Consider creating a mentoring program website.</p> <p><b>Track Mentoring Program Metrics</b> Monitor, track, and measure the results of the program against the program objectives. Sample metrics include:</p> <ul style="list-style-type: none"> <li>• Anecdotal evidence</li> <li>• Surveys of participants at the six-month and one-year mark</li> <li>• Written evaluations by mentee pre-and post-program</li> </ul> <p><b>Results</b> Conclude the program with a final presentation from the mentee that includes accomplishments to-date through participation in the Corporate Mentor Program and planned next steps.</p>	