



What is Mentoring?

Mentoring is defined as a professional relationship in which an experienced person supports and encourages people to develop specific skills and knowledge that will maximize their business potential and improve their performance.

“Two Heads are Better than One”

Business Mentoring is proven to be one of the most effective forms of support for business leaders, but understanding exactly what Business Mentoring involves has never really been concretely defined.

Business Mentoring is a relationship between you, the Business Owner, and the Mentor with business experience that can guide you through making the difficult decisions, point out ways of improving your business, ask you the tough questions and motivate you to want to achieve higher levels of performance, all within the bounds of a trusted relationship.

Many small businesses are created out of the specific craft of their founder. Typically, these individuals have limited management expertise. This is where a business mentor comes in.

Once you are in your own business, there's no boss to turn to for advice or direction. Everybody needs a good reliable sounding board, a second opinion, and sometimes just emotional support when the times get tough, which they will.

Another benefit of a business mentor is that you can learn from their previous mistakes and successes. Your mentor's role is to share with you lessons from their experience and education in the expectation that you can learn them quickly and easily.

Let there be no doubt, most successful small business owners will attribute much of their achievement to the support and guidance they received from a business mentor.

Because it's lonely at the top, business mentoring can offer you a partner in the process, a sharing of views with someone who really knows the ropes. Working with a Business Mentor will help you gain fresh insights into problems and decision making, through impartial, objective discussion and feedback.