



Cherie Blair
**FOUNDATION
FOR WOMEN**

Our recruitment and matching process

In this document, you will find more information about how we recruit our mentors and mentees, the matching process, the responsibilities of our mentees during the mentoring year, and the role mentors play.

Recruitment

Recruitment of mentees and mentors to the Mentoring Women in Business Programme takes place two times per year: May and November. Three months before each intake begins, we commence our recruitment process.

Recruiting Mentees:
The Foundation works in partnership with over 70 local organisations in low and middle-income countries who nominate dedicated women entrepreneurs within their network to join the programme.

We also accept a certain number of applications from women entrepreneurs who are not nominated by local partners.

Recruiting Mentors:
A majority of our mentors are recruited through collaboration with our corporate partners who nominate colleagues to participate in the programme.

In addition to this, other mentors learn about the programme via our social media outreach, which includes LinkedIn and Twitter as well as online volunteering directories.

Application Processing

Each mentee and mentor application is thoroughly reviewed by the Foundation, to ensure that applicants meet the programme criteria.

List of criteria that mentees and mentors need to fulfil:

Mentees must be:

- Running their own business or about to launch a business in the next three months
- Proficient in English (at an intermediate level or above)
- Able to commit for one year
- Able to access internet, to meet with their mentor online at least two hours a month
- Willing to complete four feedback questionnaires during the programme
- From – and living in – a low- or middle-income country
- Nominated by one of our local partner organisations

Mentors must be:

- A business professional with at least seven years of relevant experience
- Fluent in English
- Able to commit for one year
- Able to meet online with a mentee at least two hours a month
- Willing to complete a feedback form at the end of the programme



Welcome Calls

Once we have processed all of the online applications we proceed to the welcome call stage. During this stage we call every single mentee. We purpose of this call is to ensure suitable English language skills, understanding of their role as a mentee and finally their commitment to the yearlong programme.

Matching

Our matching procedure is a twofold process. The Foundation has created a bespoke algorithm which draws upon the information provided in an individual's applications form to identify a potential match.

Our team of matching experts then look over every potential match to identify the most suitable relationship. This personal touch ensures that pairs can get off to the best possible start!

Mentee's responsibilities

It is the mentees responsibility to lead the mentoring relationship. We emphasize this during our online training, welcome call as well as in our wider communications. Once mentees have been introduced to their mentor, it is their responsibility to reach out to their mentor to schedule the first meeting.

Mentees are expected to attend the first meetings having thought about what they would like to focus on with their mentor. Together with their mentor mentees will develop a set of objectives and an action plan for their mentoring year. The mentee will always be setting the direction of the mentoring relationship and should not be a passive participant.

Mentor's role

The mentor's role is to support their mentee as they work through their objectives. They are there to help brainstorm solutions to challenges, and discuss the issues their mentee are facing in their business and as a woman leader.

Mentors are not business advisors or consultants; their role is not to tell their mentee what to do or provide any funding to a mentee's business. The main role of a mentor is to share their business knowledge, encourage their mentee and help her stay motivated.



Relationship Support

If you are struggling to connect with your mentoring partner or would like some additional support to help you stay on track with your partner, please do get in touch with our relationship support team at mentoring@cherieblairfoundation.org.

We understand that connecting with someone on the other side of the world can sometimes be tricky, so our support team are always here to help you on your way!

We can also share advice about how to make the most of your relationship such as setting agendas for meetings and being transparent and communicative with your mentoring partner.