

Mentoring Women in Business

Through the Cherie Blair Foundation for Women's gold-accredited Mentoring Women in Business programme, your company and employees can play a pivotal role in advancing global gender equality, contribute to a more equitable business landscape, develop your workforce and achieve your own strategic objectives.

Here's how our programme meets your needs:

- **Fostering skills, innovation and growth**
Our programme provides a platform for women entrepreneurs to gain crucial business skills, industry knowledge, and guidance from experienced professionals from your workforce. As mentors, your team build vital business, communication and leadership skills, fostering innovation and driving growth.
- **Strengthening CSR and contributing to the SDGs**
Corporate social responsibility is increasingly important in today's business environment. Partnering on our programme allows you to make a genuine contribution to gender equality and women's empowerment, supporting UN Sustainable Development Goals 5 (gender equality) and 8 (decent work and economic growth).
- **Developing a diverse talent pipeline**
Diversity is a key driver of success and innovation. Our programme equips women entrepreneurs with the necessary tools and skills to succeed in business, enabling them to become strong leaders and contribute to a diverse talent pipeline and robust supply chains.
- **Enhancing employee engagement and satisfaction**
Supporting women's empowerment initiatives can significantly impact employee engagement and satisfaction. Aligning with our programme showcases a commitment to gender diversity and inclusion within your workforce. This fosters a positive environment, boosts morale, and attracts and retains top talent who value companies with strong values and a supportive culture.

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At Marsh McLennan we have had over 400 mentors over nine years & 100% agreed that they had gained leadership, communication & business skills.

Zara Jeffery, Global Director, Social Impact Partnerships and Programmes, Marsh McLennan

Our partnership will have a lasting impact on both women's lives and on your team members as they work together to release their full potential.

Fantastic outcomes

What Mentoring Women in Business offers you

Our sector-leading programme matches women entrepreneurs in low and middle income countries with experienced, dedicated professionals from your team as their mentors, with incredible rewards for both.

So far our programme has supported almost **6,000 women entrepreneurs** in over 100 countries with more than **5,000 mentors**.

Women entrepreneurs are a powerful force for economic growth, but are all too often denied the knowledge, skills, confidence and support they need to succeed.



In order to achieve inclusive economic growth, economies need to work for everyone. The Mentoring programme is the tangible connection between research that we have done at Asia Pacific Foundation of Canada and on-the-ground success.

Justin Kwan, Program Manager, APEC-Canada Growing Business Partnership, Asia Pacific Foundation of Canada

Professional mentoring offers a powerful route for women to receive critical one-to-one support and information, build confidence and skills, and ultimately **achieve business success**. Your mentors not only empower individual women but also contribute to economic prosperity of their communities and countries.

Of our mentees graduating in 2022:

- **99% gained new skills.**
- **81% improved their business performance.**
- **77% increased their customers.**



Odunayo Anyibuofu (mentee), founder of Ally Rally Apparel, Nigeria with her mentor **Mireille Wehbe Hayek**, business advisor, Lebanon

Mentors too reap fantastic benefits that feed back into and enhance their own work. Of our mentors graduating in 2022:

- **100% acquired new knowledge or skills.**
- **100% were either satisfied or very satisfied with their mentoring relationship.**
- **81% gained knowledge of a new culture.**

Becoming a mentor is a vital step in the **path to leadership**. Mentors reinforce and solidify their own knowledge and expertise, learn how to guide, motivate, and inspire others, and develop empathy, patience and the ability to see things from different perspectives.

Who takes part?

Your dedicated mentors, our ambitious mentees

The one-on-one mentoring relationship is at the heart of this programme. We prioritise carefully matching participants to ensure rewarding relationships for all.

Everyone in your team has something to offer, no matter what department or company level they are part of. Mentors can be any gender and we welcome a wide range of skillsets.

We thoroughly train and support each participant to ensure the best experience, so our programme is **ideal for first time mentors**.



Emily Quinn (mentor), Reuters, UK with her mentee **Irene Ubani**, communications consultant, Nigeria

Our mentees are all women in low or middle income countries who are running or about to launch their own business, across a wide range of industries and business sizes.

We ask that your mentors have 7+ years' business experience and that they are:

- Fluent in English.
- Able to commit to the programme for twelve months.
- Willing and able to share their expertise and experiences with a mentee to launch, develop or grow her business.

We work with 50+ expert partners worldwide who nominate promising, dedicated women from their networks to become mentees.

We check they are all proficient in English, able to commit for 12 months, have internet access, and are keen to work with a mentor to build business and personal skills and confidence.

Our algorithm uses information in participants' applications to find **perfect mentoring partners**, carefully matching them to create the strongest, most mutually beneficial and impactful pairing.

We base pairs on an alignment of topics and skills, plus practical elements like complimentary time zones. We find matching mentee focus areas with mentor expertise has better outcomes than matching by sector.



Our mentors are passionate about the programme, which has enhanced employee wellness. They develop leadership skills like managing for the future, inclusion & employing a whole company approach. These learnings they then bring back to PayPal & apply to their day jobs.

Kenrick Fraser, Global Employee Volunteerism and Engagement Lead, Social Innovation, PayPal

How it works

Tried-and-tested design & fantastic outcomes

Over one year, your mentors make inimitable strides and great achievements with their mentees thanks to the power of online collaboration.

Your mentors work one-on-one with a carefully-matched woman entrepreneur in a low or middle income country. They meet online for two hours a month for a year, problem-solving, skill-sharing and working on the mentee's personal and business development plan.

All participants receive training and dedicated support from our team throughout.



Being mentored by Sriram has been the best thing that has happened to me. After our relationship, I set out with higher energy ready to execute more sales strategies and utilise all the recommended advise from my mentor. I was able to get new clients.

Rahmat Lasisi (mentee), Dexterity Logics, Nigeria

The entire mentoring relationship takes place through our purpose-built online platform.

Our platform has been designed specifically to enable the pairs to forge bonds across borders, brainstorm solutions to challenges, collaborate on projects, and celebrate achievements.

Through it, pairs can:

- Conduct video calls and share messages.
- Track goals and manage tasks efficiently.
- Upload and review files and documents.
- Monitor and analyse their progress.
- Easily track their individual learning.
- Stay in touch with our support team.



Susi Lawati (mentee), founder of Dapur Sakura restaurant, Indonesia

Relationships are structured across four phases:

1. Get to know each other.
2. Set the direction and goals.
3. Work through action plan and objectives.
4. Reflection, conclusion, and graduation.

Your mentors also get access to a suite of resources, regular expert-led webinars offering business guidance on various topics, and our thriving private LinkedIn group where they can network and connect with a global community of ambitious entrepreneurs and professionals.

Let's get started

Costs, timelines and next steps

Dedicated, long-term partnerships enable us to create the most impact for both mentees and mentors - and for you.

We ask that our partners pay £800 to £1,100 per mentor-mentee match, dependent on how many team members participate:

Groups of 10-49:

£1,100

per mentor match

Groups of 50-99:

£950

per mentor match

Groups of 100+:

£800

per mentor match

This covers the cost of running our programme and ensures that the Mentoring team can:

- Give dedicated one-to-one relationship support throughout.
- Develop world-class training resources and learning content.
- Report the impact to you.

We typically run two intakes a year, in May and in November. Partners are welcome to commit as many staff to as many intakes as they like.

We look to confirm May cohort partners by January and November cohort partners by June so we can allow two months for recruiting.

We can work with you to create one-off or bespoke programme iterations that suit your goals, such as running with a shorter duration, starting at a different time to usual, or targeting participants in a certain country or region.

Once you've partnered, we'll work with you on a robust internal recruiting process to encourage your team to become mentors that meets your needs and suits your approach.

We know every company we partner with is different. We're committed to working with you to find the best way to connect your staff with a virtual volunteering opportunity like no other.

Join our partners like Bank of America, PayPal, DHL, Marsh McLennan and Salesforce, **invest in your greatest assets—your staff—and contribute to global economic growth while you're at it.**

We look forward to discussing a potential partnership with you:
partnerships@cherieblairfoundation.org