

# Mentoring Women in Business

Through the Cherie Blair Foundation for Women's gold-accredited Mentoring Women in Business programme, your organisation can enhance your support to women entrepreneurs, enable them to create fantastic impact, be part of a cross-sector, global network of women's economic empowerment actors, and achieve your own strategic objectives.

Here's how our partnership will meet your needs:

- **Fostering women's skills, growth and empowerment**  
Our programme provides a platform for women entrepreneurs in your networks to gain crucial business skills, knowledge and guidance from experienced professionals. This supports them to overcome challenges, start and grow businesses, and achieve their ambitions.
- **Boosting communities and economies**  
Women entrepreneurs are the backbones of our societies. When women succeed in business, they are able to become strong leaders, innovate new ideas, solve social issues, create jobs and contribute to economic growth.
- **Bringing an international element to your work**  
Our programme promotes a more inclusive and interconnected global business landscape, with cross-border collaboration and knowledge-sharing at its heart. As a partner, you'll join over 60 other private, public and charitable sector companies across the world, coming together to support women entrepreneurs through mentoring and mobilising resources.
- **Creating global impact and equality**  
Mentoring is a key element of our mission to close the global gender gap in entrepreneurship. As partners, we will not only support individual women but will catalyse broader positive change by advancing gender equality on a global scale.



**We were attracted to work with the Foundation as a great opportunity to provide alternative support in entrepreneurial leadership. This has helped us diversify our economic empowerment agenda for minority women.**

Juan Sebastián Ochoa  
Sánchez, Equity and  
Inclusion Diversity  
Ecosystem Manager at the  
Colombian LGBT Chamber  
of Commerce

**Our partnership will have a lasting impact not only for individual women but on the wider world as we overcome barriers, build bridges and impact communities.**

# Fantastic outcomes

## What Mentoring Women in Business offers women

**Our sector-leading online programme matches women entrepreneurs in low and middle income countries with experienced, dedicated professional mentors anywhere in the world, with incredible rewards.**

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

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

Professional mentoring offers a fantastic route for women to receive critical one-to-one support and information, build confidence and skills, and ultimately achieve business success.



**My revenues were great but not just that; achieving my goals made me feel confident about myself. I'm still using the techniques that my mentor gave me to this day.**

**Carolina Varzabetian**, founder of WEAREHUPI and alumna mentee, Argentina

Mentoring not only empowers individual women but also contributes to the economic prosperity of their communities and countries.

Mentees say they love working with a mentor through our programme because they:

- Get their own dedicated 'thought partner'
- Determine their own goals and work towards these with support
- Improve their self confidence
- Develop vital skills in areas like business planning and strategy
- Grow their professional networks
- Enjoy great support from our team and a library of resources
- Enhance their businesses, going on to be better off and to achieve their ambitions



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

Of our most recently-graduated mentees:

- **98%** had already applied knowledge or skills gained to their businesses upon graduating
- **98%** improved one or more business outcomes (revenue, profit, employees, customers, savings)
- **80%** increased their business revenue during their year in the programme

# Who takes part?

## Ambitious women entrepreneurs and dedicated mentors

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

Our programme is for 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 all mentees be...

- Running their own business or about to launch in the next three months
- Proficient in written and spoken English
- Able to commit to the programme for at least two hours a month over 12 months
- Able to access the internet and meet online
- Willing to work with a mentor to build their skills and confidence



**Nina Patil (mentee)**, founder of Fresh Express Logistics, India

As a partner, you'll refer promising women entrepreneurs from your networks to become mentees. We'll work with you to determine whether you open the opportunity up for anyone to apply, or just select certain women to put forward.

Our mentors are knowledgeable, friendly and experienced professionals. They can be of any gender, from any industry and in any country, and often have a wide range of skill sets.

Mentors may work for our partners like **PayPal**, **DHL** and **Bank of America**, or even be successful women entrepreneurs themselves.

Each mentor...

- Has 7+ years' business experience
- Is fluent in English
- Is committed to mentoring for 12 months
- Is willing and able to share their expertise and experiences with a mentee to launch, develop or grow her business

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



**[My mentor] was able to guide me about how I can set goals that I can actually attain. She was able to give me a wide perspective and opened up my eyes to see how, when you're setting up a business, to not only think local. She opened up my mind into thinking global.**

**Esther Gathage**, owner of Herstees Bespoke Cakes and alumna mentee, Kenya

# How it works

## Tried-and-tested design & fantastic outcomes

**Women entrepreneurs make inimitable strides and great achievements with their mentors thanks to the power of online, cross-border collaboration.**

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 mentee-mentor 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.



**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**, owner of Dexterity Logics and alumna mentee, Nigeria

Each pair meets through our purpose-built online platform for two hours a month over a year. Together they problem-solve, skill-share and work on her personal and business development plan.

Our platform has been designed to enable pairs to forge bonds across borders, brainstorm solutions to challenges, collaborate on projects and celebrate achievements. It enables them to:

- 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.

Participants also get access to a suite of resources, regular expert-led webinars offering 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

## How our partnerships work

### Dedicated, long-term partnerships enable us to create the most impact for women entrepreneurs.

Our Mentee Referral Partners come from the private, public and charity sectors. Our criteria are that they must...

- Be a non-profit organisation, social enterprise or public sector organisation
- Have been in operation for at least a year
- Have a strong track record of working to support women entrepreneurs in low and middle income countries
- Run other programmes or initiatives to support women entrepreneurs, to which our programme would serve as an add-on
- Promote the opportunity to women who fit the mentee criteria, regardless of other factors relating to their identity
- Commit to contributing agreed target number of mentees by supporting women throughout the recruitment process
- Adhere to our partnership guidelines and code of conduct

In return, we offer partners...

- A tried-and-tested, gold-accredited professional mentoring programme
- Prioritised matching for women in your network
- Regular recruitment updates and monthly reports on mentees' progress
- One-to-one meetings with our team
- Quarterly meetings with our global network of Mentee Referral Partners
- An exclusive online group for networking
- Promotion on our website and in our external communications

Please note that we do not offer funding.

We typically run two cohorts a year, in May and November. We look to confirm May cohort partners by January and November cohort partners by June. You are welcome to commit to as many intakes as you like, however we strongly encourage long-term partnerships.

Once you've partnered, we'll work with you to recruit women in your networks to be mentees by providing timelines, recruitment materials, guidance and support.



## Interested?

[Click here to apply to be a partner!](#)

For questions please contact  
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