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FOR WOMEN**

How Mentors Can Support Mentees to Create Goals

Introduction

Goals are the cornerstone of tracking progress and development for mentees throughout their time in the program. When mentees work towards goals they are passionate about, they are more likely to succeed on their own terms.

As a mentor, you have a unique opportunity to encourage these goals and support your mentee in achieving them. This journey begins with guiding your mentee in creating meaningful goals, whether she arrives with a clear vision or needs help identifying what she wants to work on.

Start with basics

The process of setting goals begins with self-evaluation. Encourage your mentee to step back, reflect, and share what she perceives as her strengths and areas for development.

Help her consider how her skills contribute to her business and how they can be leveraged to reach her goals. Understanding her current "toolset" will provide clarity on the achievability of her objectives. From there, work together to develop an understanding of what she does, why she does it, and what her aspirations are. These insights will shape the goals she sets.

Consider timeframes and subjects

Once you've identified her skills, it's time to explore how they align with her ambitions. Start by discussing the bigger picture: Does she have a vision of what her business should look like in five years? Ten years? What is the primary reason she joined this programme?

Visualising a desired outcome can often be easier than picturing the steps to get there, but having the end goal in mind makes planning the journey much simpler.



Consider a range of timeframes and subjects

Once you are both familiar with her skills, values and long-term ambitions, use these to develop goals over a range of timeframes and across business and personal development areas.

Consider developing one or two long-term goals, and then break these down into goals for the time you will be working together on the programme, including quarterly and monthly goals. These can encompass business plans and targets as well as personal skills, such as confidence, work/life balance and public speaking.

Break these goals down into manageable segments. How will the monthly goals slot into the quarterly goals and contribute to the yearly and long-term goals?

Set SMART goals


You've likely encountered the acronym SMART before—and for good reason. Goals that adhere to SMART criteria are inherently more achievable. Ensure that each goal is Specific, Measurable, Achievable, Relevant and Time-bound. For more insight into setting SMART goals, see our resource [here](#).

Support ongoing evaluation

Setting goals is just the beginning. As circumstances evolve, so too must the goals. It's essential to regularly review longer-term goals to determine if they remain relevant and achievable. If a goal becomes unrealistic, it's better to adjust it than to pursue something unattainable.

Schedule regular evaluations of goal progress—perhaps reviewing a yearly goal at quarter or mid-year points. This aligns with broader assessments of how the mentoring relationship is progressing.

For short-term or recurring goals, encourage your mentee to reflect on each one upon completion. How helpful were they? How could they be improved? What did she learn? This ongoing reflection ensures continuous improvement and success.





Exercise

- Support your mentee to describe a long-term vision for her business and life, which can become her long-term SMART goal. This could be anywhere from 2-50 years in the future.
- Then, break this down into the steps and elements needed to get there. These will inform her medium-term SMART goals, which may be 6 months-1 year focused.
- When she has these, you can guide her to look at the steps needed to get to these medium-term goals. These will become her short-term SMART goals, which together you can use to inform actionable steps to reach those goals.
- There's no rule as to how many goals to set - this is your mentee's choice and what's right for her, but between 1-5 goals is a good starting point, to avoid overwhelm.

Conclusion

By setting clear, meaningful goals and regularly evaluating progress, you empower your mentee to take control of her development and achieve success on her own terms.

As a mentor, your guidance in this process is invaluable. By helping your mentee align her skills, values, and aspirations with well-defined objectives, you not only support her immediate growth but also set the foundation for her long-term success.

Remember, the journey of mentorship is a collaborative one, and through thoughtful goal-setting and ongoing reflection, you and your mentee can navigate this journey together, achieving meaningful and lasting outcomes.

