

## Mentoring Qualities

Bringing independent and sound judgement, Mentors will be expected to:

- Represent the best interests of AWE and its Mentees
- Give independent and impartial guidance and support and defer from promoting your own services
- Have some knowledge of the business economy of both locally and nationally
- Have due regard to Equality and Diversity and the requirements of the Equality Act 2010

Collectively, our AWE mentors will have a wide range of sectoral experience and knowledge including;

- Human Resources
- Health and Wellbeing
- Social Care
- Retail
- Customer Service
- Training and Education
- Recruitment
- Creative Industries, Media, Arts and Entertainment
- Manufacturing
- Hospitality/Tourism
- Green Economy/ Environment
- Personal services
- Administration

Individuals should be able AWE Mentees knowledge, expertise and skills in one or more of the following areas;

- Running a small business/ social enterprise/ community project or charity
- The challenges of start-up businesses and how to overcome them
- Leadership, managing people, decision making
- Marketing and marketing communications
- Market research
- Sales, business development, customer retention
- ICT
- Finance management
- Legal and governance matters
- Project and change management
- Managing risk
- Innovation and new product development
- Time and stress management

How does Mentoring help AWE Mentees?

Mentoring can be one of the most important factors in business success. As a mentor, and trusted independent person, you'll listen to the entrepreneurs ideas and challenges and take time to discuss them and share your experience of dealing with similar situations. You will be able to suggest practical ways and impartial perspectives of solving problems for the mentee to reflect on and reach their own conclusions. You'll support them by pointing them in the right direction for additional resources and new contacts, and helping them to look at situations in new ways, and set clear goals.

From time to time, successful mentor/ mentee partnerships will be asked to participate in a case study to demonstrate the benefits of a mentoring relationship to a new venture.

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