

Brexit Supports: Mentoring



The **Brexit Mentor Programme** is designed to support LEO clients identify key areas of exposure because of Brexit and assist Owner / Managers in developing robust strategies to address issues and maximise potential opportunities. The Programme matches up the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners with small business owner/managers who need practical and strategic one to one advice and guidance on planning for the impact of Brexit. The mentor contributes independent, informed observation and advice to aid decision making.

All applications for mentor assistance are dealt with individually and must be preceded by the business completing the Brexit SME Scorecard to assess the key needs of the business to determine the most essential mentoring objectives.

Who Qualifies?

The Brexit Mentor Programme is open to both new and existing businesses located within the LEO area.

The Role of Mentor

Mentors provide Enterprise Ireland and LEO Clients with advice and guidance based on their own commercial experience. They are not consultants. Mentors are CEOs, senior executives, entrepreneurs & founders with international, commercial export business development experience. They volunteer to advise and guide our client companies, with the key objective of accelerating growth and building client capability.

Their role is to:

- Listen, advise and provide direction to support analysis & assessment of impacts
- Help the promoter identify potential risks and opportunities of Brexit
- Discuss solutions and innovative ways of improving business activity
- Help with the decision-making process and provide support to progress actions
- Share experience and knowledge
- Advise on scenario planning, situation assessment and impact evaluation [contingency plans to sustain and grow business].

Brexit Supports: Mentoring



Areas of mentor advice in terms of the impact of Brexit typically include:

| | |
|---|---|
| Business Strategy | Advise businesses to <ul style="list-style-type: none">• Undertake Situation Analysis,• Develop new strategies to address implications to current business strategies, priorities and operations models,• Implement Action Plans. |
| Financial Planning | Advise businesses to <ul style="list-style-type: none">• Examine the impact of currency fluctuations,• Review supplier costings,• Review existing customer pricing models• Assess impact of additional administration costs such as customs, tariffs, tax etc. to supply chains,• Identify new capital requirements,• Establish equity and credit needs. |
| Sales & Marketing | Advise businesses to <ul style="list-style-type: none">• Assess the impact on current sales and marketing plans,• Undertake customer needs analysis to determine effects on key customers,• Undertake competitor analysis,• Evaluate changes to value proposition. |
| Market Research | Advise businesses to <ul style="list-style-type: none">• Establish requirement to develop New Markets,• Examine opportunities for New Product Development. |
| Intellectual Property & Compliance | Advise businesses to understand <ul style="list-style-type: none">• Impact of new product standards and regulations,• Are there potential consequences to the validity of trademarks [EU trademarks], designs and possibly copyrights? |
| Supply Chain Management | Advise businesses to understand <ul style="list-style-type: none">• What are the potential impacts of:<ul style="list-style-type: none">• regulatory changes,• increased compliance checks,• new documentation/licenses application procedures,• rules of origin principles. |