



MENTOR SERVICE

Your 'Friend in the business'

Local Enterprise Office



MENTORING

Tough decisions, a problem you haven't come across before, an issue or a project that lies outside of your experience and training: Entrepreneurs and owner managers of small businesses value their independence but there are times when you need a sounding board and a helping hand. It is at times like these that you need a mentor.

The Mentor's Role

Mentor originates from the Greek: "experienced and trusted advisor". Our mentors are practised business people with specialist skills in key business areas and with experience across a wide range of sectors and disciplines.

The Mentor will:

- Listen & share wisdom and experience
- Provide an objective view of the issues faced
- Question, Challenge & Encourage

The Mentor will not:

- Make decisions for you
- Perform the functions of a paid consultant/
/executive/manager
- Become a crutch to the business

Why Engage the services of a Mentor?

You may decide to apply for mentor support for a range of reasons. Perhaps you:

- Lack knowledge, skills or business experience
- May be dissatisfied with the progress of your business
- May not be realising your potential
- May feel isolated in the business

Clients availing of the service in the past have worked with their mentors on a range of issues including business planning, marketing & sales, financial management, strategic planning, feasibility testing and much more.

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The Benefits Reported

Past clients have reported tangible and intangible benefits from the programme. Tangible benefits include:

- Increased customer base and sales
- Reduced costs
- Improved organisation & structure
- Jobs created / sustained
- Acquired new contacts / networks

Intangible Benefits reported include:

- New skills acquired
- Increased confidence
- More effective management
- Better understanding of business
- Sharper focus and informed decision making

The Application Process

- Complete & submit application form
- Meet with our Business Advisor for assessment
- decision & matching with suitable Mentor
- Assignment begins

Contact Details

Local Enterprise Office, Wexford County Council,
Carricklawn, Wexford.
Phone: 053 9196020 Email: info@leo.wexfordcoco.ie
Or from our website: www.localenterprise.ie/wexford

Important Information

A € 250 is payable for all mentoring assignments. This fee entitles the applicant to receive up to a maximum of 5 visits from the assigned mentor. To receive additional 5 visits the applicant will be required to submit an additional fee of €250. Approval of applications is at the discretion of the Executive and subject to the normal budgetary restrictions.

All mentors sign a confidentiality and ethics agreement before taking on any assignment.



Name: _____

Business Name/Company Name: _____

Company Registration No: _____

Address: _____

Telephone: _____ Mobile: _____

Fax: _____ e-mail: _____

Briefing Information for the Mentor

A comprehensive brief will help to provide the best Mentor options for the client and maximise the impact of the Mentor

Business Details: _____

Year Established: _____

Number of Staff: _____

Estimated Turnover: _____

Estimated Profit/Loss: _____

Business Plan Available (Yes/No): _____

Accounts Available (Yes/No): _____

Brief description of business and key management experience _____

Products & Markets _____

Please list the three main issues you have identified where you require mentoring: _____

If you wish, you can use additional pages to describe the business and attach.

Signature: _____

Date: _____

MENTOR PROGRAMME TESTIMONIALS

Peter O'Connor – Apex Geoservices:

"We found the mentor programme very beneficial. Our expertise is on the technical side. We used the mentor service to assist in IR, customer service and business planning."

David Rice, Churchlands Accounts

"The practical application of theory sets this programme apart. Excellent value for money."

Nicholas Dunne, Killowen Yoghurts:

"We recently availed of the mentor programme to help us upgrade our HACCP System and Quality Management System. The help was invaluable and the mentor was excellent".

Paula Ronan - Ronan Marketing

"I took part in the Mentor programme last year to gain some perspective on our progress and get a solid focus for our growth from a financial perspective. My mentor was able to provide me with some valuable key insights on the financial running of the company and, very importantly, on our new business acquisition strategies"



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