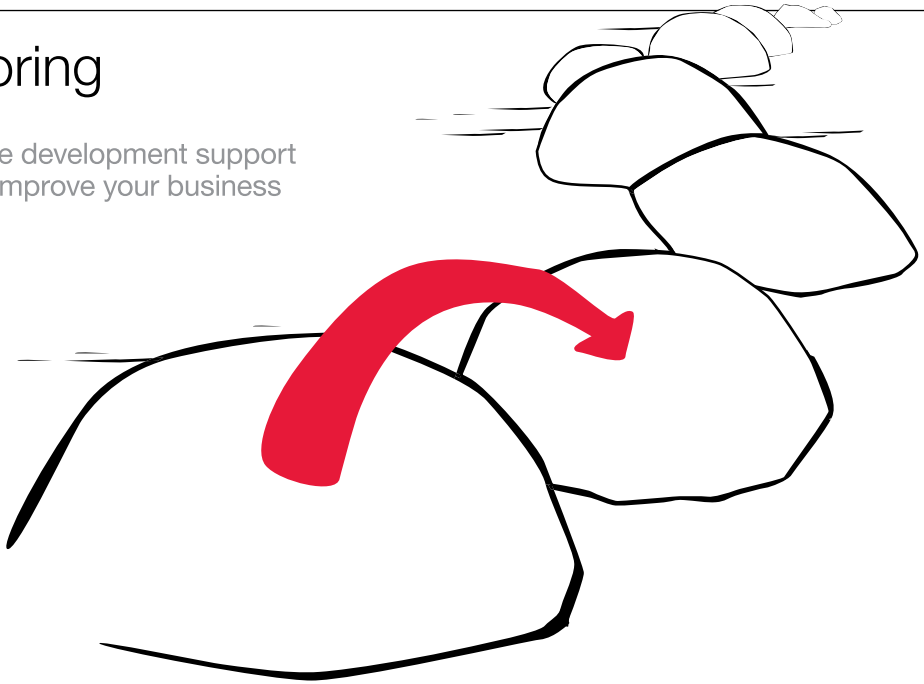


# Solutions for Business

Funded by  
government

## Mentoring

One-to-one development support  
for you to improve your business



Funded by



**Northwest**  
REGIONAL DEVELOPMENT AGENCY

INVESTING IN  
englandsnorthwest

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For more information on mentoring,  
visit [www.businesslinknw.co.uk/mentoring](http://www.businesslinknw.co.uk/mentoring)  
or call 0845 00 66 888

## Solutions for Business

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### Our Purpose

Solutions for Business is a suite of highly targeted, publicly funded products and services offering solutions to real business needs and tackling market failure.

Designed to drive qualifying businesses forward, it helps them to grow and succeed by providing help in a number of areas. These include starting up, understanding finance, developing people, environment and efficiency, exploiting ideas, international sales and marketing and growing your business.

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### Our Promise

Solutions for Business helps you make the most of business opportunities and challenges. By targeting public money at real business needs, it helps businesses create sustainable success.

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### Funded by



Mentoring is funded by the Northwest Regional Development Agency (NWDA) and is delivered by a number of providers on our behalf. The NWDA leads the economic development and regeneration of England's Northwest.

For further information on the NWDA visit our corporate website [www.nwda.co.uk](http://www.nwda.co.uk)

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### Further Information

To find out more about mentoring, visit:  
[www.businesslinknw.co.uk/mentoring](http://www.businesslinknw.co.uk/mentoring)

If you wish to discuss wider business support contact Business Link Northwest:  
visit [www.businesslink.gov.uk/northwest](http://www.businesslink.gov.uk/northwest)  
or call 0845 00 66 888





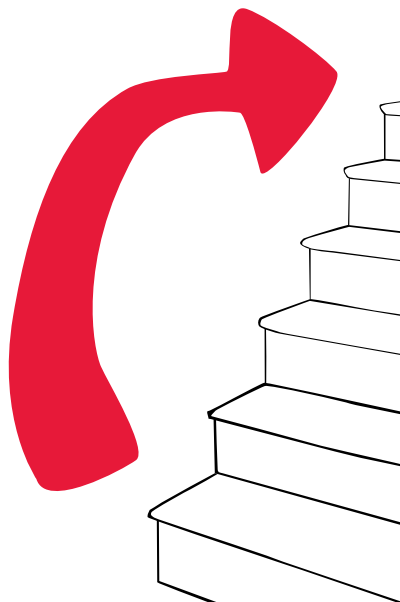
# Mentoring

## **Are you running your business, or is it running you?**

It's not always easy to stand back, take a deep breath and consider whether you really are working at your best as a business leader or whether you can develop your leadership and management potential further in order to grow your business.

Now there is an exciting Mentoring Programme that gives you the chance to do exactly that at no cost to you. Your dedicated mentor will be a role model, a sounding board and will encourage you to become more innovative as a business leader. They will challenge and question you but ultimately they will support you to make the right business decisions.

Most importantly your mentor will give you the reflective space to allow you to realise your full potential as a leader and enable your business to be more competitive and entrepreneurial both now and in the future.



## So what's on offer?

The Mentoring Programme is for leaders and senior managers of small businesses that have been trading for a minimum of a year. It offers a priceless opportunity to learn from and be inspired by an experienced senior business leader or manager.

We'll match you to a mentor who'll support your personal leadership and management development to help you grow your business. Our mentors are highly experienced, knowledgeable and skilled business leaders, managers or entrepreneurs who want to support people in small businesses. They'll offer knowledge and insight. They will challenge and question you, but ultimately your mentor will motivate you to develop your ability and potential.

Mentoring is about you. Your mentor will help you to think about your concerns and encourage you to find innovative solutions to drive your business forward.

You'll set the tone and pace of your mentoring relationship and you'll agree where, when and how often you'll meet, in an informal setting away from your workplace.





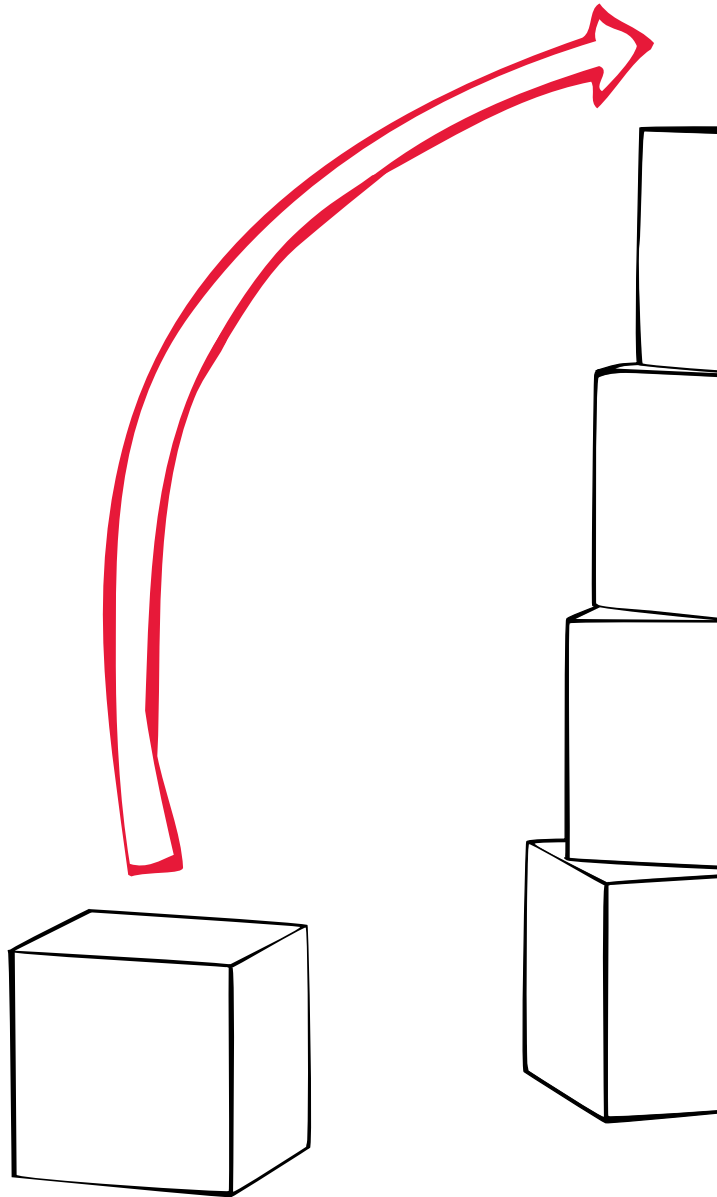
### **How will mentoring help?**

Mentoring enables you to reflect on your own personal and business performance. Mentoring equips you to meet the challenges of running your business. Mentoring motivates you to build on your business success and to nurture strategies to achieve your aims and objectives. The support of your mentor will enable you to become more innovative and entrepreneurial so you can increase your business success.

### **Who will my mentor be?**

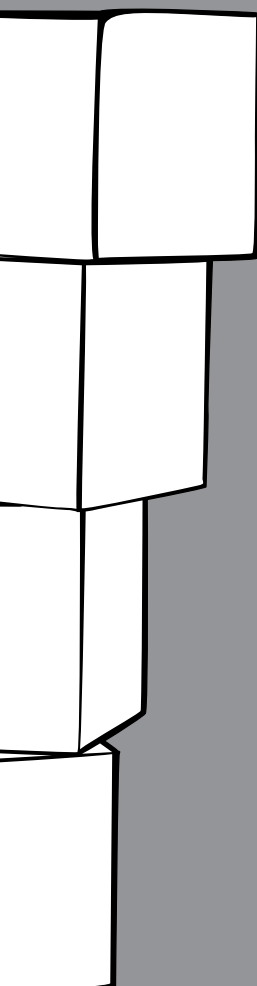
Our mentors are highly experienced, knowledgeable and skilled business leaders, managers or entrepreneurs who want to support people in small businesses.

Remember, mentoring is about you. You'll set the agenda by telling us your preferences – and we'll match you with a suitable mentor who will help you to achieve your goals.



### **What's the cost?**

We will provide a mentor at no cost to you. If you can commit your time and be open and honest with your mentor, you can unlock the door to future rewards for you and your business.



## **How it works**

The Mentoring Programme will give you a highly personalised mentoring relationship delivered on a one-to-one voluntary basis.

You'll have access to quality assured mentors, all chosen carefully based on their personality, skills and experience. All our mentors will fully appreciate your needs and we'll match you to a mentor who understands your business sector. All you have to do is select your chosen provider from our wide network, then register.

Your provider will present a shortlist of suitable mentors and you'll have the chance to choose which one you prefer. You'll define the goals and objectives of the relationship for you and your mentor to work towards and to review progress against.

Relationships will vary in length depending on your needs and may last up to 12 months, with you and your mentor meeting for a couple of hours each month.

## **Future support**

Alternatively, from March 2010 you may benefit from individual mentoring in a group setting. You'll join 6-8 business leaders and one of our accredited mentors will help you to explore your individual development needs, talk about your specific learning aims and objectives and support you to resolve mutual problems and issues. Groups will reflect similar business sectors or clusters so you can benefit from sharing related business or market issues.

You'll benefit not just from the knowledge and insight of the mentor but also of your peer network, who'll provide their own valuable insight and feedback.

Also, e-mentoring will support one-to-one mentoring from May 2010. It will give you the flexibility to talk to your mentor on a one-to-one basis by telephone or by using email and the internet.



# Northwest

REGIONAL DEVELOPMENT AGENCY

For further information on the NWDA visit:

[www.nwda.co.uk](http://www.nwda.co.uk)



**Business  
Link**

### **Interested?**

The Mentoring Programme will deliver mentoring throughout the Northwest using a network of providers. To register for mentoring or to find out more, visit:

[www.businesslinknw.co.uk/mentoring](http://www.businesslinknw.co.uk/mentoring)

or call 0845 00 66 888