

# Mentoring Made Easy

Unlock the potential of your people with Guider's mentoring platform



Mentoring is a proven method to increase employee engagement, retention, and diverse representation. Businesses need to make these connections a priority in 2022.

Trusted by the world's biggest brands...and counting



MATCH



MENTOR



MEASURE



Guider was created to make mentoring **simple**, **scalable**, and more **accessible** to more people.

As a result we've developed a **world leading platform** and expert team to support organizations create a highly **engaging mentoring culture**.

## The impact of mentoring

67% of businesses said they saw a significant increase in productivity due to mentoring

Retention rates are up to 72% for Mentees/Mentors involved in a mentoring programme

94% of employees admitted they would have stayed at a company longer if they were offered internal opportunities to learn and grow

## Read all about it



[www.guider-ai.com](http://www.guider-ai.com)



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# Our Expertise

Working with mentoring experts



## We are more than mentoring software.

Becoming a Guider customer means becoming a valued partner. We make running your mentoring programs easy and help you create cultural change in your organization through our world class expertise and resources...

- ✓ Dedicated Customer Success Team
- ✓ Expert Engagement Team
- ✓ Internal Communication Planning
- ✓ Promotional Events & Webinars
- ✓ Mentor & Mentee Training
- ✓ Exclusive Materials & Resources
- ✓ Guider People Network to learn from others

## 10 USES OF MENTORING

- 1 Leadership Development
- 2 Onboarding
- 3 Graduate Programs
- 4 Women in Leadership
- 5 Diversity & Inclusion
- 6 Succession Planning
- 7 Knowledge Retention
- 8 Maternity & Paternity
- 9 Skill Sharing
- 10 Flash Mentoring

## BENEFITS OF GUIDER FOR ORGANISATIONS



Break down **internal silos** by connecting people across the entire organisation through mentoring.



Improve **diversity in leadership** and create an **inclusive company culture** where everybody is heard and valued.



Increase **retention**, particularly in Millennial and Gen Z employees, who highly value personal development.



Enhance **onboarding** by providing new joiners with a mentor. It takes 5 minutes to sign up and book a session.



Prove the business value of social learning with **data** from your mentoring programmes.



Attract **new talent** by prioritising personal development and promoting a successful learning culture.



Improve **employee engagement** by creating long lasting impactful mentoring relationships.



Easily **scale mentoring** across the world and thousands of employees with one centralised tool: Guider.



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# Mentoring

## More than software



### Structure

Mentoring formalizes work connections and allows for structured social learning throughout an organization. It also fills in the gaps that employees may be missing in the workplace.

### Guide

Mentors take the time to get to know their mentee and the challenges they're facing. They use their understanding and personal experience to help that person improve.

### Inspire

Mentors help to reduce isolation (especially remotely), set and achieve goals, give guidance, inspire and encourage, and aid your talent pipeline by helping the growth of your employees.

**97%** see significant value

**89%** will mentor others

**79%** see mentoring as crucial for success

## BENEFITS OF GUIDER FOR MENTORS AND MENTEES

### MENTEES



Able to browse mentors' profiles and select those **most relevant** to them, increasing personal investment.



Book sessions directly into a mentor's calendar to **save time** back and forth over email trying to schedule a time.



View their mentor's preferred communication method prior to their session for **smooth connections**.



Access guidance in the **Learning Hub** from structuring mentoring sessions to setting SMART goals.

### MENTORS



Integrate **Outlook** and **Google** calendars with Guider so mentees can see their availability in real time.



Sessions **booked directly** into their calendar to save time back and forth over email trying to schedule a time.



Set their **preferred communication** method when they join the programme for smooth connections.



**Guider Academy** features a full course on how to be a good mentor, with best practice and tips for supporting mentees.



## The Challenge

Before Guider, M&S did not have a formal structure for mentoring. The only people with access to mentors were those who sought them out, or asked for them. This naturally created issues:

- Inclusivity**

If all employees do not have equal access to mentorship, inclusivity suffers, which can perpetuate elitism within an organisation.

- Keeping employees in silos**

With over 80,000 employees at M&S, it's challenging to create a unified culture, with the majority of people working in silos.

- No visibility over mentoring**

HR and L&D had no idea how mentoring was taking place within the organisation or the impact it was having.



**Suzie King**  
Program Manager



*"We needed something more structured, and what Guider's done is open mentoring up at M&S, connecting people from every area of the business, and allowing us to share everybody's fantastic skills."*

## The Solution

Guider has worked with M&S since September 2019 to democratise mentoring within the organisation, and create a thriving, inclusive learning culture.

With Guider available on M&S' internal system, mentoring has become accessible to everyone in the org, connecting employees across departments, offices and even countries.

## The Results

Of the employees involved in mentoring at M&S:

**74%** are highly engaged, having mentoring at least once a month.

**92%** are making progress towards their career development goals.

**86%** reported a positive impact on both their work and personal lives.

800+ users

12+ offices

2,000+ hours of mentoring

Hear how M&S employees are benefiting from Guider:



# The Guider Service

Working with mentoring experts



## Custom mentoring materials to get your program off the ground

# FIFA

### Mentoring Handbook Mentors

A resource to guide you through your mentoring relationship as a mentor.

FIFA

### Mentoring Program Toolkit

A toolkit for Program Managers to plan, execute and measure mentoring programs.

FIFA



"Guider helped us turn an idea to run a program into a fully functioning pilot in a matter of days! Their ready-made materials and guidance saved us weeks, if not months, of preparation, and now we are up and running!"

**JAMES CRONIN**  
EMPLOYEE EXPERIENCE TEAM

## Support your employees to be better mentors and mentees

Set your people up for success.

With best practice guidelines, top tips, session structure guides and goal setting templates – Guider's handbooks prepare your employees to get the most out of their mentoring relationships.

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### Introduction to Mentoring What makes a great mentor?

Becoming a mentor should be seen as a rewarding privilege, as you get to play a part in someone else's career direction and personal development.

So naturally the difference between a good and a bad mentor can be life changing. At its core, being a mentor is being a trusted advisor. It involves making yourself available to support and advise someone when they need it, delivering that support in a way that makes sense to them, and always keeping their best interests in mind.

Traits of a good mentor include...



### THE 3 PHASES OF MENTOR



### MENTORING AGENDA

Date: \_\_\_\_\_

#### Discussion Points

The topics or areas you want to explore during this session. Plus any questions for your mentor.

#### Current Challenges

Any challenges you are currently facing and ideas on how to tackle them.

#### Progress & Learnings

Update on your progress since last session, including any learnings or developments.

#### Actions

Actions to take before next session, as well as incomplete actions carried from last session.

### Common mentoring misconceptions...

#### "Mentors have to be senior"

Don't think that your mentor has to be the most senior person in the business. As opposed to seniority, what's important is relevant experience and knowledge.



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# Reverse Mentoring

## A Case Study with Deloitte



# Deloitte.

In response to their Black Action Plan, Deloitte launched a reverse mentoring scheme where their Senior Partners were mentored by junior colleagues from Black, Asian and Minority Ethnic Backgrounds.

The program not only opened leadership's eyes to the systemic barriers faced by colleagues from different ethnic groups, but led to actions and goals being put in place.

Hear from Program Manager Nadine Dyer, Mentor Hazel Ijomah and Mentee Martyn Sullivan on the experience, and the impact of the program on inclusion within Deloitte.

