

*If you could collaborate
with an experienced
leader, what would
you ask?*



**be the
business** / **Mentoring
for Growth**

in collaboration with



Partnered with



About the programme

94%

of the firms who have participated so far in the Mentoring for Growth programme have said that the benefits have far exceeded their expectations.

Based on a survey of 36 mentee companies on 4 July 2018



In business, making the right changes, in the right way, to deliver results, is easier said than done. One proven way of increasing your chances of driving effective change is to use what has already worked in another successful business and adapt it to work in your own company.

Developed and supported by some of the UK's leading firms, Be the Business helps firms like yours to share and benefit from the simple and easy practices that result in improved performance.

Unlike peer-to-peer mentoring, the Be the Business Mentoring for Growth programme has been designed to support business leaders who feel that they would benefit from accessing the experience and knowledge of a mentor from a larger multinational business, such as Siemens, GSK and the John Lewis Partnership.

Focused on sharing actionable solutions, the programme will carefully match you to a business leader who has the right experience to help meet important goals and take your business to the next level. The programme will come at no cost to you.

“Mentoring for Growth has given my business access to high-quality expertise that wouldn't have been possible otherwise. Having an independent, emotionally-detached view of what is happening helps you to drill down on the important stuff.”

Alec Anderson, managing director, Koolmill

Mentors are selected based on the expertise you and your business require, which may include:

- Function expertise, i.e. human resources, marketing, operations
- Sector expertise, i.e. manufacturing, retail, services
- Life-stage expertise, i.e. entering new markets, M&A, scaling up

In addition, significant effort is put into ensuring that the personality and learning styles of you and your mentor are complementary, so that you get the most out of the relationship.

“Everyone should have a mentor, sometimes you just need a sounding board. Mentors help make decisions and question you.”

Peter Connor, director, Pure Fabs

Working in partnership with:



BAE SYSTEMS

McKinsey & Company

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SIEMENS



accenture



Customer story: L G Davis

“I wanted a mentor to help me focus on the business rather than be on the hamster wheel of working in the business.”



About L G Davis

L G Davis was set up in 1962 as a family business that provides a one-stop shop for all printing needs.

Liz Smith, the managing director, joined the mentoring programme to gain an external view on the business to assess which changes could be implemented to drive improvements and productivity.

As Smith put it: “I wanted a mentor to help me focus on the business rather than be on the hamster wheel of working in the business.” She added: “I know our business so well and we have a lot of long-term employees. This is great for experience, customer continuity and product knowledge – but innovative ideas and discussions can be lost.”

The programme

David Low from GSK was introduced to Smith to provide a sounding board and guidance, they hit it off immediately. From the very beginning, Low’s experience was positive. “It became very clear from the start of the mentoring that Liz and I would get on. We very quickly agreed that daily ‘clutter’ was holding the organisation back from its true potential.”

Smith added: “From the first conversation with David, I realised that we would get on. He is very thought-provoking, probing and has an eye for detail. He is also incredibly knowledgeable about manufacturing processes and best practice.”

“From the first conversation with David, I realised that we would get on.”

Low and Smith worked together to identify the issues and the solutions, which included taking the pressure off Smith by cascading challenges down and holding teams accountable, identifying three possible improvements and changes to implement, and finally setting targets for the next two years.

Smith and two fellow directors were invited to the GSK factory in Ware. Smith described the visit as “a truly eye-opening experience”. “With explanations about the GSK production system, we were able to see first-hand, some of the recommendations David was talking about,” Smith explained.

How the programme has impacted L G Davis

“A massive positive is that we have had our best year for over a decade. We achieved last year’s turnover in 11 months and have made a profit for the year. We have also been able to buy another niche business through the cash generated in the improved profitability, which will further enhance L G Davis. It has been a great experience, I feel privileged to have been invited onto the programme, and the business has benefited.”

“A massive positive is that we have had our best year for over a decade.”

The Mentoring for Growth programme

1. Registration

Tell us about your business and background so we can gain insight into your needs. Regardless of the challenge you're facing, we'll have a mentor that can help.



2. Filtering

We'll use this information to create a profile that will help us find your match. Based on variables such as region, sector, business and age, we'll filter your needs.



3. Interview

Your Mentoring Advisor will sit down with you for a one-to-one to get under the skin of the business. It's as much about matching personalities as it is about matching experience to needs.



4. Mentor selected

After the interviews we'll have a good idea of which mentor might be the best fit for you. They'll be working for one of our partners, such as the John Lewis Partnership or GSK.



5. Match confirmed

Around 6-8 weeks after the first registration, we'll have a great mentor match for you.

6. Having second thoughts?

After the filtering and interviewing, there's still a chance that the fit won't be quite right. So here will be your opportunity to speak up so we can find you a new mentor.



7. Get conversing

It's the moment you've been waiting for – you have someone to bounce ideas off and challenge your way of doing things. Get sharing with your mentor via face-to-face and virtual monthly sessions.

8. Network effect

We have an ever-growing network of mentors and mentees from all corners of the UK, so make sure you leverage this to further support your efforts.



"This is an excellent programme and we're really pleased to be a part of the pilot and national roll-out – this is helping our business a great deal."

Matt and Joe Carr, commercial director and managing director, Carrs Pasties

Customer story: Allsee Technologies



“The site visit to Siemens, together with the introduction to agile project management, opened our eyes.”

About Allsee Technologies

Allsee Technologies, currently based in Birmingham, was founded in 2007. It is run by Baoli Zhao, the managing director, and is a market leader in digital advertising displays – which the company manufactures on behalf of blue-chip clients.

The programme

Zhao was introduced to Carl German from Siemens after expressing an interest in how a mentor could help Allsee Technologies manage their expansion plans. “The business was established and growing rapidly, and we needed to take on more staff, which in turn meant we had to consider new larger premises. We initially wanted a mentor to equip us with the necessary management and process skills required for such a move.”

German had his own reasons to get involved: “I got involved in mentoring to give something back and for my own professional development. I was delighted to be paired with Allsee Technologies and could already see the company potential which was being hampered by overly

manual processes. I invited Baoli and his colleague to visit our site. During the visit I introduced them to two of our agile coaches, who were able to provide agile project management support.”

Zhao’s experience of the site visit had a crucial impact on his business. “Seeing Siemens, together with the introduction to agile project management, opened our eyes to the fact that what we needed to address in our organisation was the automation and digitalisation of our processes – if we wanted to successfully continue our ambitious growth plans. We implemented a management system which has made a huge difference to our productivity.”

How the programme has impacted Allsee Technologies

“Carl provided us with his experience and insight, giving us the confidence to develop and implement something which we had no prior knowledge of. Carl has saved us time, money and helped us to increase our productivity.”

German added: “It is extremely rewarding to see potential solutions in action and working.”

“Carl has saved us time, money and helped us to increase our productivity.”

Zhao’s business has seen its own performance hit new heights, with an increase in business productivity of more than 25%.

Is Mentoring for Growth right for me?



To assess whether the programme could benefit you and your business requirements, you need to answer the following questions:

- Are you a key decision-maker that can influence the direction of your business?
- Is your business of an appropriate scale? We find that firms with 10+ full-time employees and an annual turnover of at least £2m tend to benefit most
- Are you open to receiving advice and support to help your business succeed?
- Will your business challenge benefit from the scale and expertise of a large corporate mentor? For example, you could be looking to: scale up for growth, change strategic direction, enter into new markets or make significant operational or IT investments

If you can answer yes to all of the questions, then Mentoring for Growth looks like it could be a good fit for you.

“I wanted a mentor who was going to help me develop personally, as well as improve business performance and efficiency. My mentor has given me the self-confidence and belief to think I’m doing the right things.”

Chris Waterfield, programme manager, Waterfields

How to apply?

If you think you and your business meet all of the criteria to get the most out of the Mentoring for Growth programme, then check to see if it’s available in your area by calling 0161 359 3050 or email btbmentoring@growthco.uk

We’ll then interview you and, if you are ready to proceed to the next stage, our Mentoring for Growth database will help to source and interview a mentor whose skillset and experience matches your requirements. If we decide that you are a good fit, we’ll make an introduction and provide you with some tips for your first meeting to help the conversation flow. This should take no longer than a few weeks. You then have 12 months to collaborate with your selected Mentoring for Growth mentor to help develop your leadership style and grow the business.

“I was partnered with a great mentor and it was so easy to open up. As the person at the top it can be lonely and you’re often making a lot of decisions – so having a way to open up and speak about them is really valuable.”

Mick McGowan, managing director, Romix Foods



Join Be the Business to help you grow a better business

If you are passionate about making the most out of your company, joining Be the Business could help you reach that next level of performance. Started and backed by some of the UK's biggest and best firms, Be the Business has been developed for a community of like-minded companies that believe by benchmarking, sharing methods and best practices, we can help every firm across the country optimise their operations. To join Be the Business, simply visit businessgrowthhub.com/btbmentoring and sign up today.

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