

## Who can benefit from mentoring?

If you are a small developing business a **DORMEN** mentor may be able to provide you with help from a business person who has been there and done it! A business can be referred to the scheme by a recognised business support body such as Business Link or a bank, or the business can contact the Programme Manager direct.



## Who can become a Dormen mentor?

If you think you have the business experience, enthusiasm and commitment to helping others develop their business then please contact the Programme Manager.



Want to find out more? If so, please take a look at our website: [www.dormen.org.uk](http://www.dormen.org.uk) which includes video clips showing existing clients and mentors talking about their experiences.

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## What is Dormen?

The Dorset Mentoring programme (**DORMEN**) provides one-to-one mentoring support for new businesses, and those with growth potential, throughout Dorset. Since it started in September 2005, the programme has supported over 350 businesses.

The programme has been developed through a partnership of local authorities, public and private sector agencies and institutions, and Higher/Further Education establishments.



[www.dormen.org.uk](http://www.dormen.org.uk)

## What is mentoring?

Mentoring is a relationship between two parties, where one (the mentor) gives the other (the client) guidance to achieve agreed objectives.

Mentoring is different from advising although fine lines are sometimes drawn when it comes to definitions.

A few tips - in a nutshell:

- A mentor is someone who can raise issues and difficult questions and help to bring a fresh perspective on problems and difficulties
- A mentor is there to help you find solutions using their experience and knowledge. They are not there to make decisions for you. It is your business and you are always in the driving seat
- A mentor is not there to run your business
- A mentor is often simply defined as a "friend in business"
- **DORMEN** business mentors will action plan with you - agree things for you both to do - and with time deadlines attached. Your mentor will then revisit you to see how you have got on, and run through things with you to help iron out specific problem areas
- Your mentor will be able to draw upon other skills within the **DORMEN** mentor team and from the wider business support network that operates in Dorset



## Why mentoring?

Economic growth in Dorset is below both national and regional averages. Business formation rates are below average too. It has been proved, by the Prince's Trust and the BVM mentoring scheme in Devon and Cornwall, that survival rates increase when mentoring support is available.

## Who are the mentors?

**DORMEN** business mentors are all volunteers. Mentors have a background in setting up and running their own businesses, working in senior industrial positions or the professions.

All mentors undergo a process of selection and induction training before they mentor client businesses.

Selection is based on a combination of factors including:

- Business experience and knowledge
- Understanding of the issues and concerns of small businesses in Dorset
- Ethical standards in business dealings
- Ability to mentor others as individuals and in the context of their business

Ongoing monitoring of **DORMEN** performance is achieved through surveys of client businesses, referral organisations using the service, and mentors. **DORMEN** management, administration and mentors are keen to continually develop and improve their service levels and use this survey information to underpin changes in working methods and processes

## Is a Dormen business mentor one of the solutions for you and your business?

There are a number of questions you can ask about yourself, your business and issues concerning its development that will help you to decide whether a **DORMEN** business mentor is the right type of support for you and your business.

## Business Needs

Q Do you have a problem that needs a one off piece of advice such as an area of regulation or contact details for organisations?

**The best solution is an organisation providing advice. Business Link Wessex might be a first stop.**

Q Are you struggling with questions over the direction and future of your business and could do with a high quality sounding board?

**Mentoring might be the solution for you**

Q Do you need someone to work with to get your proposition into a business plan?

**Mentoring might be the solution for you**

Q Are you facing difficult decisions in connection with your business and could do with someone knowledgeable and experienced to talk them through with?

**Mentoring could be the solution for you**

## Your Needs

Q Would your personality allow you to work closely with another person on the detail of your business?

**If the answer is yes, then mentoring might be the right support for you and your business needs.**

Q Are you capable of forming an action plan with someone and sticking to your side of it?

**If the answer is yes, then mentoring might be for you.**