



# MENTOR SERVICE

Your 'Friend in the business'



Wexford County  
Enterprise Board

# 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.

## 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

Ardcavan Business Park, Ardcavan, Wexford.  
Phone: 053 9122965 Email: [info@wexfordceb.ie](mailto:info@wexfordceb.ie)  
Or from our website: [www.wexfordceb.ie](http://www.wexfordceb.ie)

## 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 & Address of Promoter(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Age: Over 25  Under 25

Telephone No: \_\_\_\_\_

Mobile No: \_\_\_\_\_

Fax No: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

Nature of Business: \_\_\_\_\_  
\_\_\_\_\_

New or Existing Enterprise: \_\_\_\_\_

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

Number of Employees: \_\_\_\_\_

If a Limited Company, State Name and Address of Directors:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What Objectives do you want to achieve by having a Mentor?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please indicate which of the following areas you feel the Mentor may be able to assist you in:

- |                         |       |                             |       |
|-------------------------|-------|-----------------------------|-------|
| 1. Sales                | _____ | 7. Finance                  | _____ |
| 2. Marketing            | _____ | 8. Accounting               | _____ |
| 3. Distribution         | _____ | 9. Information Systems      | _____ |
| 4. Production           | _____ | 10. Purchasing              | _____ |
| 5. Quality (ISO900 etc) | _____ | 11. Others (Please specify) | _____ |
| 6. Costing / Pricing    | _____ |                             | _____ |

If you wish you can use additional pages to describe the business and attach them to this questionnaire.

Signed: \_\_\_\_\_

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.

## Paul Barron – Barron Lifts:

We were very proud to achieve ISO9000 accreditation in 2006. The support and advice we received from a mentor with Quality Management System experience was invaluable in reaching this goal.

## Theresa Cullen, Potter and Ceramic Artist:

"I used a mentor to get advice on product development and packaging which was really useful to me at the start-up phase of my business".

## 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".

## James Delaney, Provac:

"The mentor programme has been of great assistance to us. It is like having a safety net under you, the mentor is always there to offer advice or point you in the right direction".

## Paula Ronan - Angel 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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