



SURVEYING THE NEED FOR MENTORING

So, you're planning to survey the landscape and validate that mentoring will resonate. That's a smart step. We suggest you take this opportunity to bundle a few goals:

- **Generate excitement**—this is the perfect moment to drive a learning culture. What you don't want is for anyone to say "no" out of ignorance. Don't be afraid to advocate for mentoring.
- **Learn about needs**—Dig into your employees' mentoring interests to find out exactly what compels them. This will give you a deeper understanding of your audience and their needs so you can more effectively design your program once you get approval.

Below you will find a one-pager introduction to mentoring ("Why Mentoring?") and a five-question sample survey. It's important to introduce and advocate for the concept, as some employees may not be able to conceptualize what would be involved in a mentoring program.

WHY MENTORING?

You have likely already enjoyed a great deal of mentoring. Peers, family, managers, and teachers are all our informal mentors. You have likely mentored others informally as well. In fact, *20 percent* of all learning comes from various types of mentoring: feedback, coaching, and social learning. In contrast to informal mentoring, a formalized mentoring relationship creates a dedicated channel of growth in our lives. This isn't just about finding the next stepping stone in your career. It's about seeing yourself and your challenges through different eyes. Mentoring can lead to deep and unexpected results.

Having a dedicated mentor will:

- Build a supportive relationship with you to provide growth-focused mentoring. This means:
 - Listening openly (as a sounding board)
 - Sharing perspectives, personal experiences, past ethical dilemmas
 - Challenging your assumptions to help you get out of a rut
 - Holding you accountable to your goals
 - Providing feedback or advice (when requested)
- Help you leverage relationships, build your network, and find chances to learn from others
- Help you identify experiential and formal learning opportunities

Mentoring is primarily a developmental relationship, providing crucial exposure to perspectives, guidance, support, and encouragement. However, a mentor can also help motivate you to seek out other learning, development, and growth or "stretch" opportunities.

TESTIMONIALS

"Having a dedicated mentor was a game-changer in my career. She supported and encouraged me, in my career, educating me about opportunities and encouraging me to make use of them. I can honestly say that without her, I wouldn't be in the same place in my career today." – Example Mentee

Note: We suggest that you seek out a testimonial or two from top leaders at your org about how they have personally benefited from mentoring in their lives.



SURVEY INTRODUCTION

Our organization is looking at establishing a mentoring program. Our goals would be to:

- Help employees find a compatible mentor
- Provide the guidance to help employees create effective, long-lasting mentorships

We need your input to evaluate interest in this program. Please take the following survey to let us know your interest level.

SAMPLE SURVEY QUESTIONS

1. Could mentoring help you to excel in your current role or project?
 - Yes
 - No
 - Unsure
2. If a mentoring program launched tomorrow, would you enroll? (*Note: Include a comment box for unsure*)
 - Yes
 - No
 - Unsure
3. If mentoring became available, in what areas might you seek guidance?
 - Leadership skills (developing others, managing change, setting strategy, decision-making, etc.)
 - Technical or functional skills (to enhance job performance)
 - Personal/workplace effectiveness (communication, influencing others, networking, time management, organization, etc.)
 - Business skills (analyzing needs, proposing solutions, driving results, project planning, thinking globally, etc.)
 - Career guidance (career planning, career growth tactics)
 - Industry knowledge (sector changes & trends, knowledge of current trends in own profession)
 - Insider knowledge (how to navigate & drive change at this particular company, rotational understanding of other departments & functions)
 - Help with a project (specific situational need)
 - Technology literacy (awareness of technologies, using tech effectively)
4. What style of mentoring are you most interested in?
 - Long-term relationship with an experienced mentor
 - Conversations with multiple advisors/experts to gain perspectives
 - Help for 1-2 months with a certain project
 - Cross-functional or peer knowledge exchange
 - Job shadowing
5. I would be most interested in mentoring from someone with the following expertise:
 - Finance/accounting
 - Marketing
 - Business development or sales
 - Design & media
 - Engineering or technology development
 - Customer care
 - Human resources or talent development
 - Senior- or executive-level-leadership