

sema

Sustainable Entrepreneurship
based on Multifunctional Agriculture

*Color up your entrepreneurial acting in/ with
Multifunctional Farming and share
your experiences.*



Mentoring Guideline

Facts and Information
about Mentoring

2016

1. Introduction

Aim of SEMA-project and this platform is enabling *direct contact of adequate entrepreneurs within a mentorship* relation.

We clearly see added value and benefit not only for mentees (access to experience and successful entrepreneurial experiences) but as well for mentors (exchange with young innovative and creative farmers).

We are aware that *you are entrepreneur* and have to decide about investing time carefully based on the ration of added value and required time.

So we decided within this project to *facilitate mentoring* as much as possible:

- Sign in, complete your profile, get in contact
- Meeting of Mentor and Mentee on Mentors Farm or virtually by online means based on clear Agenda; 1,5-2h
- Stay in touch (Phone, Mail, Skype, personal meetings)
- Documentation about the Match (Meetings and further plan of Mentoring/ Exchange)

There are different types of mentoring. Within SEMA-project we focus on:

Individual Mentoring

After obtaining the contact data you get in contact with your mentor and *arrange a Meeting*.

At this first meeting you *conclude a first agreement* about the proceeding and the goals of your mentorship.

The *content* depends on the mentee and the *organizational* points on the mentor for whom the *effort has to be kept reasonable*.

That means for example, that the mentee travels to the mentor and vice versa only non-obligatory.



2. About Mentoring

a. In general

- **Mentoring is a mutually beneficial partnership** between a mentor who possesses high level skills, knowledge and experience and a mentee who is looking to increase his/her skills, knowledge and experience. This relationship, and especially because it is a professional one, is based on trust and respect for one another. Both parties benefit of the relationship

b. Core facts

- Agreed upon time, binding, confidential, personal relationship
- No hierarchy – benefit from the experience of each other.
- Confirmation and acceptance
- Shape skills as trainer/ coach and get feedback from mentee
- Mentoring is mutually - both sides benefit
- Exchange of Experiences
- New impulses / Ideas
- Reflection / improvement



c. Goals

- Motivation
- Reflect your own role / personality/ perspectives
- Development of technical, methodological, social skills
- Strengthen confidence in your own professional and social skills.
- define clear professional goals/ career
- Exchange of experience
- Mutual benefit of existing networks and markets; gain access to networks and markets
- Individual advice and feedback
- Career promotion
- Support for network expansion

d. Duration

Agreement for a fixed duration, min. 12 months (recommendation)

e. Important issues for a successful mentoring relationship

- Both parties know what mentoring means
- Communication of (realistic) expectations/wishes to the partner
- regularity and reliability
- Effective and efficient exchange
- Availability of each other
- Existence of the following soft skills: Empathy, conflict solving capability, communication

f. Written contract

See document „Agreement for Mentor and Mentee“

g. First meeting

See document „Agenda of first Meeting Mentor_Mentee“



h. Mentoring is not

- Hierarchical relationship
- To create dependency → keep on eye level of each other
- No obligation to solve all problems
- Therapy
- Teaching
- Private lessons
- Rigid plan
- Solution of private problems. → Clear focus on business aspects



3. Mentor

a. Chances for the mentor

- **Self-reflection:** Questions and views of mentee encourage to question yourself and your own career.
- **Feedback:** mentee as an external can provide interesting feedback about your own behavior and leadership.
- Develop own **Consulting skills** (Practice active listening)
- **Image:** Strengthen the own reputation as good leader or promoter of new talents
- Expand your own **networks**
- Experience: Use **Insights and experiences** and situations of a third person.
- **Inspiration:** New impulses to keep your own company young and dynamic

b. Role of the mentor

- **Guide:** Advise and assist the mentee through professional knowledge and life experience.
- **Opponent:** Open exchange about success - but also about difficult situations and failures.
- **Supervisor:** assessment of current professional issues and elaboration of solutions.
- **Advisor:** promote the mentee in its strengths and give positive feedback.
- **Requestor:** practicing new behaviors and talk about new ideas and plans
- **Career Advisor:** Discuss the career goals and the appropriate measures to achieve them.
- **Door-opener:** Make important new contacts and introduce to new networks.



c. A mentor fulfills its role:

- Strengthens the self-confidence of the mentee
- Promotes independence and self-sufficiency
- asks thought-provoking questions
- Encourages and uses constructive criticism
- Inspires the mentee
- Invests time and energy in the partnership
- Provides advice
- Has experience in mentoring relevant areas
- Has Positive and realistic view of things
- Can admit not knowing everything

d. To think about the first and every meeting

- What do I want to know about the mentee?
- What is important for me to be known by the mentee.
What should he know about my life so far?
- How often will we meet?
- Who will initiate the meetings?
- When and how is the mentee available?
- Which rules and agreements are important for me?
- How to deal with problems?
- What are my short- and long-term goals?
- What do I expect of the mentee?
- What could the mentee expect of me?
- How can I support the mentee?
- Which competences and knowledge will he bring into the mentoring relation?
- When will we call the mentoring relation successful?



4. Mentee

a. Chances for the mentee

- **Development of personality:** getting to know the own skills and competences. Improving the ability to analyze problems and find solutions and to judge in a critical way.
- **Strengthening of self-consciousness:** to talk about strengths, weaknesses, doubts, fears or difficult situations and to realize that they are normal and solvable. Confidence in own abilities grows.
- **Qualifications:** to learn from the knowledge of the mentor about structures, informal rules, tricks and tips for the everyday work.
- **Social skills:** training of social skills and specific work on it. (Eg. Interview strategies, self-management, conflict management, team competences).
- **Career planning:** clarity about professional and personal goals as well as next steps. Joint development of strategies.
- **Entry into networks:** get to know and talk about new networks and contacts that are important for working life and have to be linked and maintained.



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b. To think about before the first – and every – meeting

- What do I want to know about the mentor?
- What is important for me to be known by the mentor
- What should he know about my life so far?
- How often will we meet?
- Who will initiate the meetings?
- When and how is the mentor available?
- Which rules and agreements are important for me?
- How to deal with problems?
- What are my short- and long-term goals?
- Which abilities do I want to improve?
- What do I expect of the mentor?
- What could the mentor expect of me?
- How can the mentor support myself?
- Which competences and knowledge will he bring into the mentorship?
- When will we call the mentoring relation successful?

c. A mentee fulfills its role when:

- Wants to expand his/her knowledge
- Remains open and receptive to feedback and advice
- Takes responsibility
- Is willing to take risks and strives for self-realization
- Has a vision and is not afraid to work it out and into reality
- Recognizes in which areas the Mentor can help him
- Leaves personal problems at home

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