

WHY MENTORING?

Mentoring has revealed itself to be one of the strongest tools to make women grow within closed business environments. Women do not need « more » training, on average they are already well trained, and often better than male producers, but in industries where networking and personal links are very strong, mentoring is a clear tool to enhance women's social capital and improve their business skills to have better access to the market.

WHAT IS MENTORING?

Business mentoring is a one-to-one relationship focused on the needs of the mentee to develop/reinforce specific competences, skills, and a problem-solving attitude, as well as on the availability and capability of the mentor to provide advice on those issues. It is a scheme where the experience and competences of the mentor match the specific needs of the mentee.

Mentoring is not training. Training schemes have general objectives, well-structured activities and group dynamics. Mentoring is a tailor-made activity based on the relationship between mentor and mentee. It is a space where the mentee can ask questions that would be difficult to raise in a training group.

EWA's Producers' Mentoring Scheme would allow mentees to upgrade the core skills and competences needed in their profession such as financing, negotiating, management and business development. Mentors do not deliver solutions to mentees, the purpose of mentoring is not achieving results in a specific project/activity, but to support the mentee professional growth and to take the next career step to a direction they identify themselves during the mentoring process.