

WOMEN IN AFRICA
— PHILANTHROPY —

WIA540

MENTORING PROGRAM

GENERAL PRESENTATION



CONTEXT AND OBJECTIVES	3
I. WHAT IS MENTORING?	4
1. Definition	4
2. How can it benefit me?	4
3. What am I getting involved in? What do I have to do?	4
II. HOW WILL THE WIA 540 MENTORING PROGRAM WORK?	5
1. What are the different stages of the program?	5
2. What are the rules for the mentor and the mentee?	6
3. What are my responsibilities?	6
4. Mentee - How to prepare for a meeting?	6
5. How is a meeting conducted?	7
6. Mentee - What to do after each meeting?	7
III. WHAT WILL MY ROLE BE?	8
1. What is the role of the mentee?	8
2. What makes you a good mentee?	8
3. What is the role of the mentor?	8
4. What makes you a good mentor?	9
5. Method of selection and pairs matching	9
IV. HOW TO MAKE MENTORING SUCCESSFUL?	10
1. What can be the main difficulties?	10
2. What are the keys to success?	10
3. How to form a complementary pair?	10
4. How do you build a strong relationship?	11
5. How to define your goals?	11
6. How to take action?	11
7. How to assess my progress?	11



CONTEXT AND OBJECTIVES



Hafsat Abiola
President of WIA



SEYNABOU THIAM
WIA54 Manager

This practical guide aims to answer all the questions you may have about the Women in Africa mentoring program for WIA 54 program finalists. It will give you essential keys to understanding how the program works, your role and the tools available to you. Good reading!

The 2021 WIA 54 class will be composed of 540 women entrepreneurs selected from 54 African countries. In a context where the major difficulty for African women entrepreneurs remains access to financial resources, the objective of the WIA 54 program is to enable them to consolidate their achievements, but most of all, to strengthen their capacities so that they can access financial offers / present their companies to potential investors.

Thus, women entrepreneurs will have the opportunity to be trained from September 2021 to December 2021, and to be supported through a mentoring program from January to June 2022, period in which a series of pitch roadshows will be organized by WIA and its partners.

The goal of the mentoring program will therefore be, above all, to support women entrepreneurs in learning how to pitch and present their company, to enable them to access funding and WIA's roadshows.



WHAT IS MENTORING?

1. DEFINITION

Mentoring is the establishment of a partnership between two volunteers: a Mentee and a Mentor.

The objective is to support the mentee in achieving a series of goals that can be personal, individual and subjective and can evolve over time.

As part of the WIA 540 program, some of the objectives are predefined so that the mentees can feel comfortable with the pitch exercise at the end of the program.

Mentoring is a process of personal and professional development which focuses on supporting a mentee through various actions: listening, understanding her underlying motivations, setting goals, identifying the necessary resources, understanding any blocking points, sharing experiences and the network, formalizing an action plan and monitoring progress.

Mentoring is a “win-win” relationship in which the mentor also benefits from the perspective and experience of a young entrepreneur.

Mentoring allows the mentors to share their knowledge and transmit lessons they have learned through their own experience.

2. HOW CAN IT BENEFIT ME?

MENTOR

- Share my experience and my network;
- Be recognized as an expert on a subject and a leader;
- Be exposed to new perspectives, ideas and approaches;
- Develop my style of management and personal leadership.

MENTEE

- Train in the art of pitching in order to be able to present my project to potential investors (from May 2022);
- Being exposed to new ideas and ways of thinking;
- Get advice on how to develop my strengths and how to overcome my weaknesses;
- Develop new skills and knowledge;
- Set goals and achieve them.

3. WHAT AM I GETTING INVOLVED IN? WHAT DO I HAVE TO DO?

MENTOR

- Over a period of 6 months;
- About 2-3 hours per month;
- To give regular feedback to my mentee;
- To develop a relationship based on trust and active listening ;
- To train my mentee to pitch throughout the duration of the program;
- To open my network to my mentee;
- To keep total confidentiality on my exchanges;
- To establish a concise assessment of the collaboration with the mentee.

MENTEE

- Over a period of 6 months;
- About 2-3 hours per month;
- To follow a process of self-knowledge and personal development;
- To develop a relationship based on trust and active listening;
- To discuss my successes, difficulties and failures openly and frankly with my mentor;
- To get out of my comfort zone;
- To receive feedback;
- To practice pitching regularly with my mentor;
- To put in the necessary work so that my pitch is a very good quality tool;
- To keep total confidentiality on my exchanges.



HOW WILL THE WIA 540 MENTORING PROGRAM WORK?

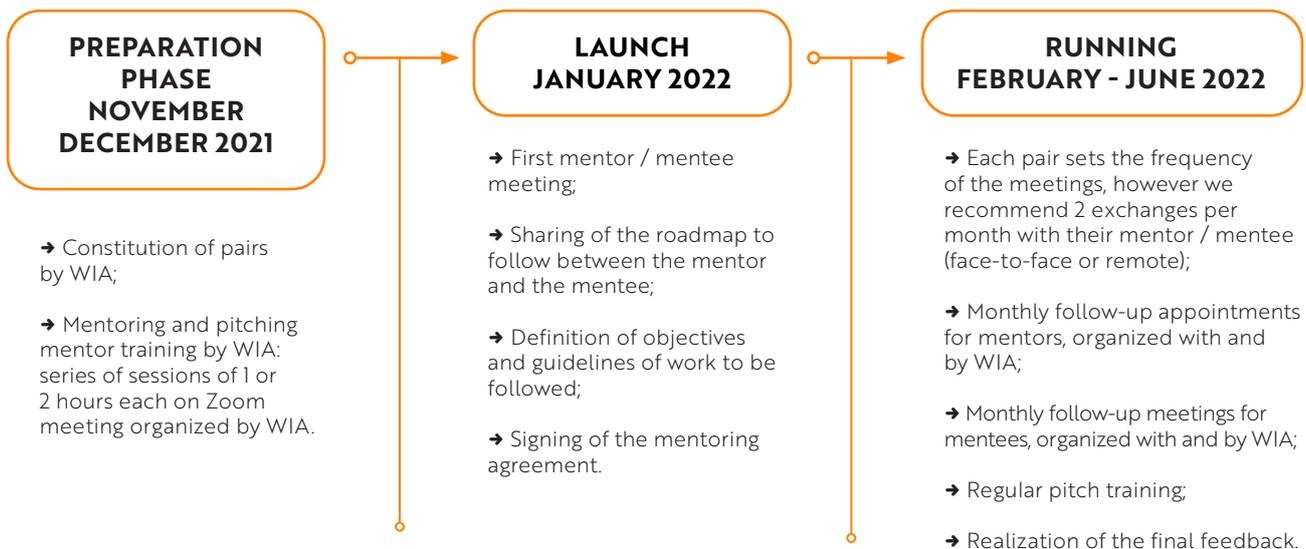
The program aims at supporting women entrepreneurs throughout the year so that they can:

1 / have a "clear" and impactful presentation document for their company

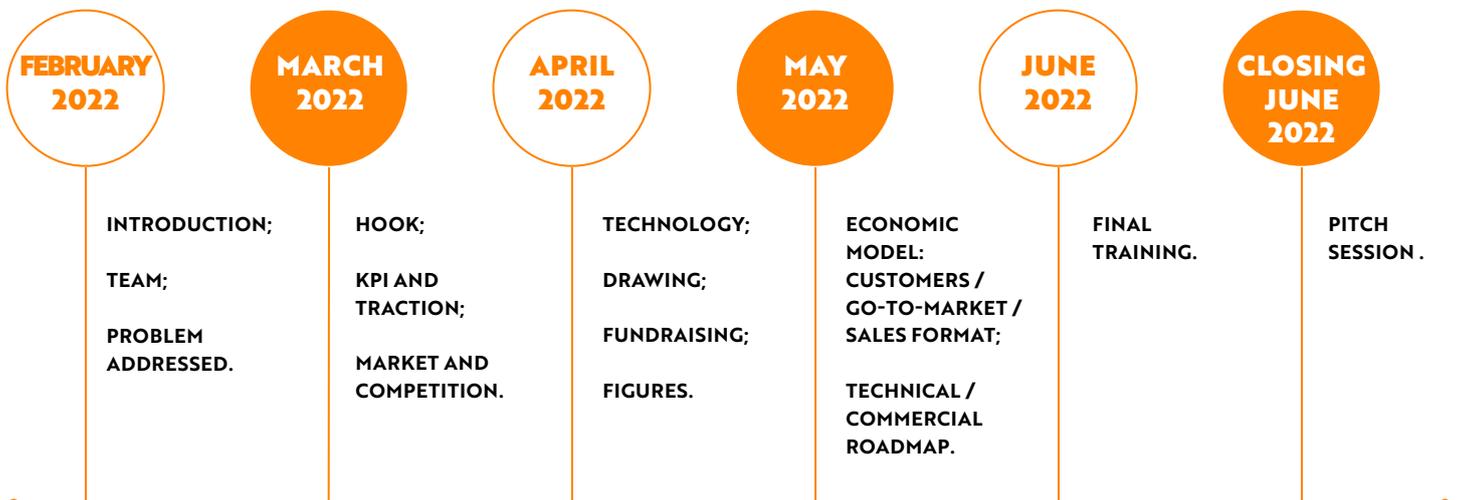
2 / know how to present their business in an efficient manner to a third party, and in particular an investor or a banker

In this context, the mentoring program is framed by a roadmap which presents different stages.

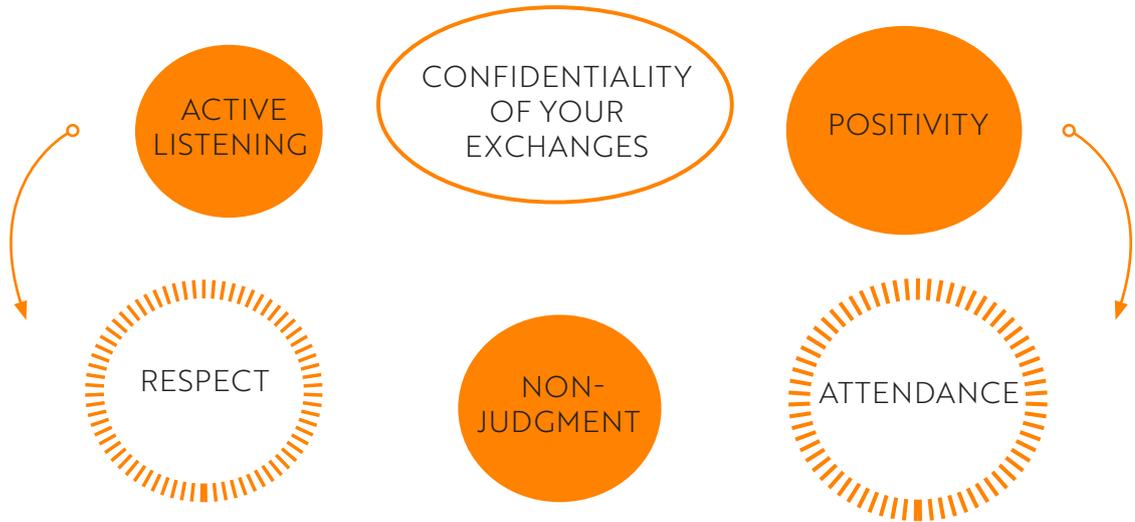
1. WHAT ARE THE DIFFERENT STAGES OF THE PROGRAM?



Details of the Mentee's Pitch training by her mentor



2. WHAT ARE THE RULES FOR THE MENTOR AND THE MENTEE?



3. WHAT ARE MY RESPONSIBILITIES?

Program Responsibilities for Mentors and Mentees

AS A MENTOR

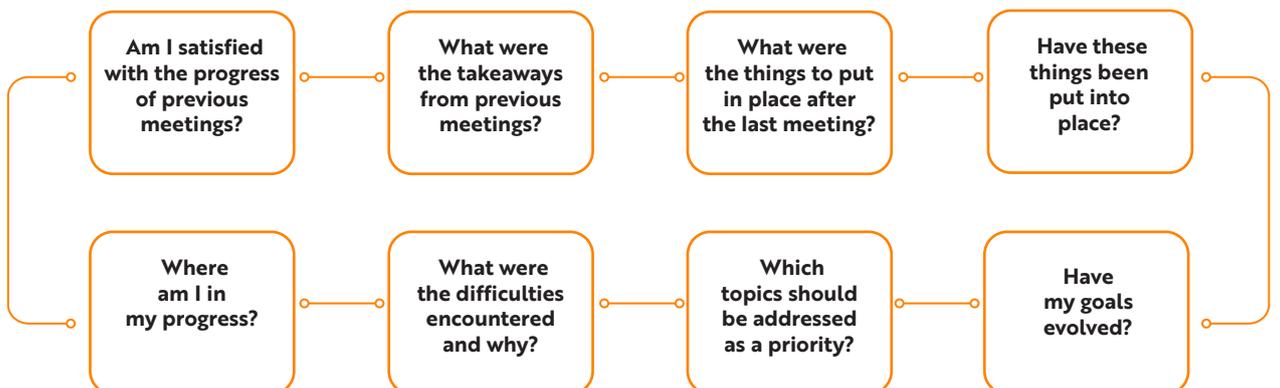
- Listen and give keys for improvement throughout the relationship;
- Be flexible and adapt to changing circumstances and challenges
- Make sure to pass on all the skills that can make your mentee succeed
- Be proactive;
- Organize monthly training sessions with your mentee.

AS A MENTEE

- Achieve your objectives and redefine the outcomes if necessary;
- Be flexible and adapt to changing circumstances and challenges
- Make sure to take into account the advice of your mentor;
- Be proactive;
- Practice pitching with your mentor every month.

4. MENTEE - HOW TO PREPARE FOR A MEETING?

Consider asking yourself the following questions:



5. HOW IS A MEETING CONDUCTED?

PROCESS AND CONTENT OF THE EXCHANGES:

The course of the meeting depends on each pair, their geographic proximity and their preferred mode of communication.

If physical meetings are not possible, a video meeting is more appropriate.

It is advised to spend at least an hour online;

→ Self-assessment by the mentee of efforts put into achieving a goal that had been established at the start of the relationship, and the progress made;

→ Feedback from the mentor on current actions and feedback from the mentee;

→ Re-assessment of objectives;

→ Steps to follow to achieve the objectives set;

→ Feedback from the mentor and questions from the mentee;

→ Modalities of the next meeting

6. MENTEE - WHAT TO DO AFTER EACH MEETING?

ASK YOURSELF THE FOLLOWING QUESTIONS ...

→ What are the things to remember ? What were the positive contributions of this meeting?

→ What should I do / put in place following this? What are the expected actions and how to put them in place?

→ What should be the subject of the next meeting? How to prepare for it?

→ What concrete results does my mentor expect between now and the next meeting?

... THEN EVALUATE THE EFFECTIVENESS OF THE MEETING:

→ How have we made progress on the objectives set?

→ Have we followed up on the actions to be implemented, or the changes required ?

→ Have we agreed on the date and place of the next meeting?



3

WHAT WILL MY ROLE BE?

1. WHAT IS THE ROLE OF THE MENTEE?

→ **Animate and lead the relationship;**

→ **Set goals**, manage the mentoring process and update it regularly;

→ **Analyze the expectations** of the mentoring program, identify the objectives

and necessary outcomes;

→ **Take initiatives:** set the first date for the meeting and agree on the dates of the next meetings, while respecting the mentor's constraints;

→ **Be open to discussion** and be ready to redefine the objectives mentioned during the first meeting;

→ **Give concrete examples** to help the mentor understand. Be committed, take notes,

accept avenues for improvement;

→ **Implement the actions** on which an agreement has been reached and keep the mentor informed (procedure, results, progress, challenges, etc.).

2. WHAT MAKES YOU A GOOD MENTEE?

→ **You**

→ **Are open-minded**, curious and available;

→ **Want to get out of your comfort zone;**

→ **Accept the remarks** and constructive criticism;

→ **Have the ability to persevere** to achieve your goals;

→ **Are mature**, aware of your needs and know how to formalize them;

→ **Are ready to set clear goals** throughout the mentorship;

→ **Will lead your development by and for yourself**, while using the advice given;

→ **Will ask questions and make time** for mentoring;

→ **Will accept new approaches** to work.

3. WHAT IS THE ROLE OF THE MENTOR?

→ **You**

→ **Create potential.** A potential corresponding to the needs of the mentee and which allows her to find solutions to her own problems ;

→ **Create an environment of trust and transparency**, where communication is effective. The

mentee must be able to open up;

→ **Monitor the mentee's progress.** Pitch;

→ **Do not dictate anything to the mentee**, simply keep an eye on their actions while encouraging and advising;

→ **Share your experience of the company** (culture, procedures, values);

→ **Discuss about your social skills, from your experience** of team work at different levels of an organization;

→ **Open your network** to your mentee;

→ **Advisor in terms of career choices**, show how certain projects can be articulated and developed;

→ **Share your technical expertise** (management and leadership, technology, industries, etc.);

→ **Personal advise** if necessary and requested.

4. WHAT MAKES YOU A GOOD MENTOR?

You...

- Have experience and want to share it
- Consider having the maturity necessary to establish a dialogue with your mentee and support her development

→ Are able to demonstrate active listening

→ Are trustworthy and devoid of judgment

→ Can give advice and feedback

→ Mentoring can help you :

EXPAND YOUR NETWORK

MAKE CONSISTENT PROFESSIONAL CHOICES

EXTEND YOUR EXPERTISE

5. METHOD OF SELECTION AND PAIRS MATCHING

→ **The mentees are the 540 best female entrepreneurs** on the continent selected for the 2021 edition of the WIA 54 program.

→ **Mentors are selected by the WIA team**, according to their profiles, their expertise, their motivation and their availability during the period of the program.

→ **The application questionnaire** is available here <https://Oia7a5sy5yh.typeform.com/to/uvlGlo1>

→ **The pairs are matched by WIA.**

→ **Matching of 540 pairs.**

→ **Pairs are formed according to country of residence**, industry, interests and experiences.

→ **WIA is working to put together the best possible duets**; the WIA team is available for mentors and mentees who do not feel comfortable in their pair.

→ **Mentees from the most struggling countries will be carefully matched with local mentors**, who have a better understanding of the context (e.g. countries at war or an immature female entrepreneurial ecosystem).



4

HOW TO MAKE MENTORING SUCCESSFUL?

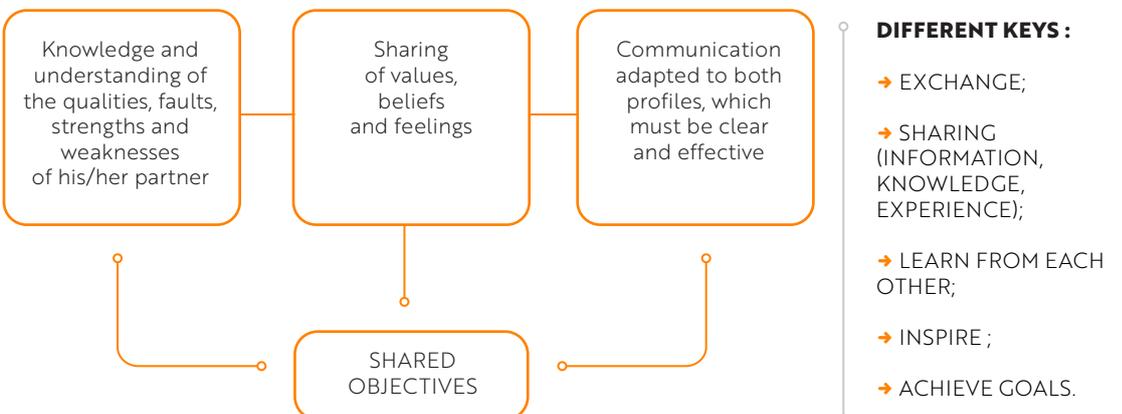
1. WHAT CAN BE THE MAIN DIFFICULTIES?

- LACK OF FOLLOW-UP;
- DIFFICULTY FINDING COMMON NICHES;
- DIFFICULTY IN MEETING FIXED APPOINTMENTS;
- MENTORING LEFT ASIDE BECAUSE IT IS CONSIDERED NOT TO BE A PRIORITY;
- DIFFICULTY POINTING OUT THINGS TO IMPROVE, LACK OF SELF-CRITICISM;
- DIFFICULTY OPENING UP AND CONFIDING IN YOUR MENTOR / MENTEE.

2. WHAT ARE THE KEYS TO SUCCESS?

- UNDERSTANDING AND CONFIDENCE;
 - FRANKNESS AND TRANSPARENCY;
 - BENEVOLENCE AND LACK OF JUDGMENT;
 - REALISTIC AND CLEAR EXPECTATIONS.
- You are free to build your mentoring partnership however you want.**
- However, we would like to note the importance of a few useful points:
- From the start, take the time:
- To get to know each other and build trust;
 - To discuss about her career and her experiences;
 - Talk openly about the future challenges of nascent mentoring;
 - To establish a framework for the relationship and respect it.

3. HOW TO FORM A COMPLEMENTARY PAIR?



4. HOW DO YOU BUILD A STRONG RELATIONSHIP?

→ Find a balance between: Confidence, personal and pleasant relationships

→ Need for the mentor to keep an "outside view"

→ Your mentor remains your mentor, you can become friends at the end of the program

→ **The relationship shouldn't be too formal, you must be**

able to «break the ice» but it must be extremely organized:

→ **Establishment of an agenda that gives the frequency and duration of the meetings;**

→ **Clearly defined objectives for both parties;**

→ **Objectives updated after each meeting;**

→ **Establishment of steps to follow.**

5. HOW TO DEFINE YOUR GOALS?

You will benefit most from mentoring if you are able to give yourself written goals and clarify them orally. Part of the objectives is included in the calendar, insofar as at the end of June each mentee must have a deliverable that presents her company and feel capable of «pitching» her project in front of a panel of investors and potential partners.

→ The objectives are discussed and redefined during the first meeting.

→ **Both parties must then clarify, refine, revise, or redefine objectives and steps to be followed as many times as necessary.** You must make sure that the objectives and steps to follow are adequate after each meeting.

Some questions to ask yourself to get a clearer idea of your goals:

→ AM I FULFILLED TODAY?

→ AM I LIVING THE LIFE I DREAMED OF?

→ WHERE AND HOW DO I SEE MYSELF IN 10 YEARS?

→ WHAT CHALLENGES HAVE I ENCOUNTERED?

→ WHAT ARE THE BLOCKAGES THAT I POSE TO MYSELF?

→ WHAT ARE MY WEAK POINTS AND HOW CAN I IMPROVE?

→ WHAT ARE THE WEAK POINTS OF MY PRESENTATION AND HOW CAN I IMPROVE?

6. HOW TO TAKE ACTION?

→ **Agree on goals**

→ **Identify possible strategies / options to achieve the objectives**

→ **Identify the resources needed to achieve the objectives**

→ **Identify the resources already**

available and those to be found

→ **Identify personal bottlenecks and professional constraints**

→ **Identify the risks and possible problems that could arise**

→ **With the help of the mentor,**

explore blockages, constraints and problems from new perspectives

→ **Prioritize steps**

→ **Define a concrete action plan**

→ **Define progress indicators**

7. HOW TO ASSESS MY PROGRESS?

→ Feedbacks allow progress and the measurement of progress. They must take place after each meeting and at the end of the program.

→ A mentor should be encouraging but should also be objective and critical in giving the most effective feedback

possible, without hurting the mentee. The mentee must however be ready to receive these avenues for improvement and to evolve.

The mentee can also give feedback and suggest solutions to move the relationship forward.

Effective feedbacks include:

→ **A general evaluation of the mentee's actions;**

→ **An assessment of the impact and outcomes of the mentee's actions and decisions;**

→ **Areas for improvement.**



WOMEN IN AFRICA
EMPOWERING ENTREPRENEURS, CONNECTING GLOBALLY.

Aude de Thuin

Founder and Chair of the Board of Directors
aude@wia-initiative.com

Hafsat Abiola

President
hafsat@wia-initiative.com

Caroline Boudergue

Managing Director
caroline@wia-initiative.com

Seynabou Thiam

WIA 54 Manager
seynabou@wia-initiative.com

contact@wia-initiative.com

Follow our actions, our projects and increase the community !

www.wia-initiative.com

