

UK NORDIC BALTIC SUMMIT: 19-20 JANUARY 2011



THEME: Jobs, Family & Gender Equality

**TITLE OF PRESENTATION: SUCCESS THROUGH MENTORING
- Entrepreneurs Supporting Each Other**

Synopsis: *Promoting women's enterprise in Finland is needed; this need is also stated in the national policy programme for employment, entrepreneurship and work life. 33 % of the entrepreneurs in Finland are women. For 15 years, the Women's Enterprise Agency has helped women's enterprises to start. Our mentoring models won the EC's European Enterprise Award in 2009.*

Presenter: Dr. **Taru Päivike** / The Women's Enterprise Agency

Short Biography: *At present Dr. Taru Päivike (38) is Managing Director of Women's Enterprise Agency. Formerly she was a private entrepreneur in family business consultancy in 2004-2009.*

THEME: Jobs, Family & Gender Equality

PIONEER IN FINLAND IN ENTREPRENEURIAL MENTORING

- The Women's Enterprise Agency, founded in 1996, works to promote entrepreneurship and networking among start-up entrepreneurs. It is one of the Finnish Jobs and Society Enterprise Agencies and is financed by Ministry of Employment and the Economy, and Ministry of Education and Culture as well as by private enterprises and business organisations.
- First "Entrepreneur Supporting Each Other" programme was launched in 1998. International mentoring projects in the Baltic countries, Ukraine, Mozambique, Namibia
- We offer traditional couple mentoring and group mentoring for start-up entrepreneurs.
- Our mentoring models won the EC's European Enterprise Award in 2009 (in Prague)

THEME: Jobs, Family & Gender Equality

MENTORING IS GOAL-ORIENTED DEVELOPMENT

- The mentor and the mentee meet regularly to discuss the mentee's business. The goal of these confidential discussions is to promote the entrepreneurship and business of the mentee.
- The mentor guides and advises the mentee in the light of her/his experience, but the mentee always makes the decisions and acts upon them.
- To be able to measure the progress of the mentee's business, the mentoring process always starts by determining an explicit set of goals for the discussions.
- Duration of mentoring process: 6-12 months
- **Guidebook of Mentoring** (updated in 2008) includes contract of mentoring

THEME: Jobs, Family & Gender Equality

CONFIDENTIAL INTERACTION

- A mentoring process requires an open mind and confidentiality from the parties involved.
- To profit from mentoring process, the mentor and the mentee should be compatible; this is achieved by applying psychological tests or interview when matching them.
- Age is not an issue: the mentor is always more experienced, though sometimes younger in years than the mentee.
- With help of the mentor, the start-up entrepreneur will avoid the typical problems of starting an enterprise and be able to concentrate on the most crucial points of an entrepreneur's life.

THEME: Jobs, Family & Gender Equality

MENTORING CO-ORDINATOR'S HELP AVAILABLE

- The Women's Enterprise Agency mentoring co-ordinators make sure that the mentoring process builds on the entrepreneurial needs of the mentee and that the results of the process are measured in the light of the needs.
- The co-ordinator is ready to help the mentor and the mentee in all the practical questions of the mentoring process.
- Our Mentor Bank was introduced in 2008 and it includes approximately 120 mentors willing to help star-ups as volunteer basis.
- In 2010, 75 start-up entrepreneurs (including 27 immigrant women) have participated in our mentoring programmes.

THEME: Jobs, Family & Gender Equality

COMMITMENT WITH A REWARD

- The mentee should be committed to work towards the progress of her business and the mentor to **share her time, experience, and contacts** with the mentee.
- The mentors **will not be paid** but what they will benefit from are new contacts and ideas for running their own businesses.
- Ideally, the mentor and the mentee will be able to achieve **business synergy**. Sharing ideas with the other mentoring teams is also a good way of finding new ideas and business contacts.