

Institute for Economic Empowerment of Women

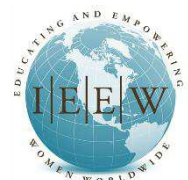


PRESENTS

The PEACE THROUGH BUSINESS® program provides long-term business education to women entrepreneurs in Afghanistan and Rwanda. The program is based on the theory that the more economically sound a country is, the greater its capacity for peace.



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Mentorship Toolkit

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PEACE THROUGH BUSINESS®

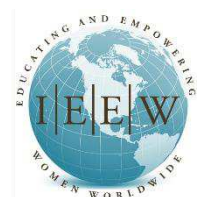
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Mentoring

A LEARNING PARTNERSHIP

“Mentoring is to support and encourage people to manage their own learning in order that they may maximize their potential, develop their skills, improve their performance and become the person they want to be.” – Eric Parsloe, The Oxford School of Coaching & Mentoring



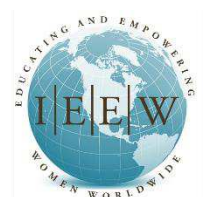
Mentoring

WHAT IS A PARTNERSHIP?

- A relationship built on **trust**: showing up, being prepared, having each other's back.
- Two or more people with similar experiences: like businesses, **common goals** and aspirations.
- **Empathy** for ideals and beliefs: Being able to put yourself in each other's shoes and respect individuality.
- **Confidentiality**: What's said between the mentor and the mentee, stays between the mentor and the mentee.



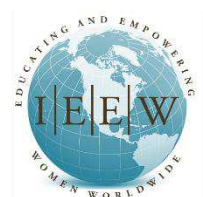
THE PEACE THROUGH BUSINESS® MENTORSHIP PROGRAM IS MENTEE DRIVEN:
THE MENTEE MUST TAKE THE INITIATIVE AND DO THE LEGWORK IN THE
RELATIONSHIP. THIS IS PART OF THE LEARNING PROCESS OF THE PARTNERSHIP.



The Mentee

WHAT ARE THE BENEFITS OF HAVING A MENTOR?

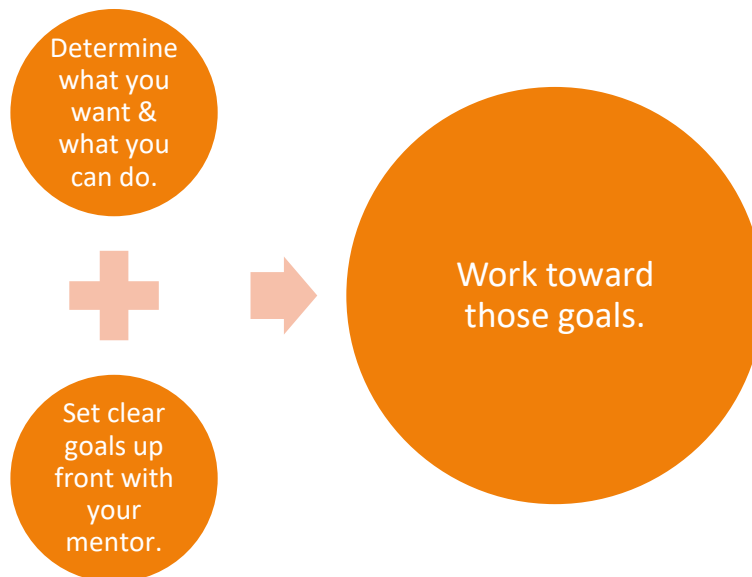
- Developing **Leadership** Skills
- Learning to **Network**
- Learning to **Strategize** / Creating a Strategy
- Practicing the art of **Negotiation** and presenting Ideas
- Creating a **Road Map**
- Gaining **Feedback**
- Expanding Your **Vision**
- Getting **Perspective**, Seeing the Big Picture
- Developing **Acumen** (good judgment and the ability to make quick decisions)
- Gaining **Insight**; in both your personal life and professional life



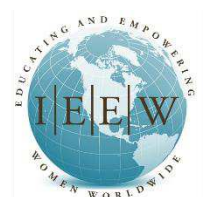
The Mentee

HOW DO I APPROACH MY MENTOR?

- Discuss your **aims and goals**. What are your short- and long-term objectives?
- Find out your mentor's strengths and in **what areas your mentor can help you most**.
- Do not expect answers from your mentor. The mentor is there to help YOU think through options and formulate a plan. **You make the decisions**, you take responsibility.
- Consider mentorship **an opportunity** to look more closely at yourself; become more **self-aware** and take responsibility for your life's direction.



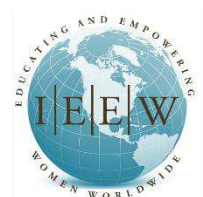
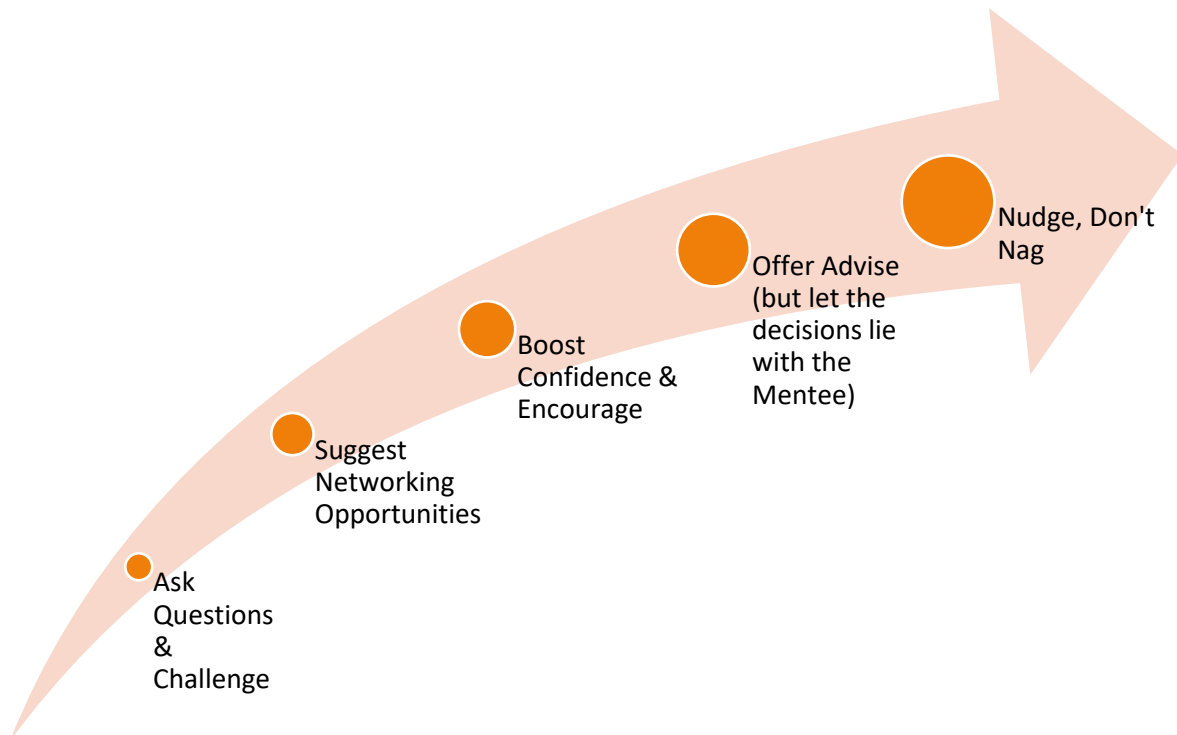
The level of success realized from mentorship greatly depends on attitude and commitment.



The Mentor

HOW CAN I HELP?

- Mentors can help with **self-development**, suggest network opportunities and empower mentees to make their own decisions and turn these into actions.
- Expose the mentee to current **business trends** and new ideas.
- **Coach** the mentee toward their goals, help her **to keep on track** throughout the course and beyond.



The Mentor

HERE'S WHAT OTHER MENTORS ARE DOING



Co-Mentor

80% of past mentors establish mentor teams to work with the student based on need. They recruit colleagues from their network, local trade or interest groups and associations and / or engage in other non-profit volunteer opportunities.



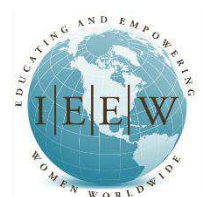
Communicate Early

Mentors say it is challenging to figure out what the student really needs - they don't know what they don't know. Be open, understanding, willing. Listen and be accepting of both cultural and generational differences.



Prepare an Agenda in Advance

Share the agenda with your mentee to make sure both of you are capable of the workload and time constraints. Build your agenda around the student's strongest needs but make sure to factor in fun time to get to know each other.

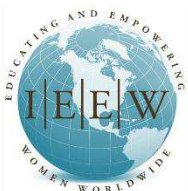


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PROGRAM TIMELINE - 2018



- November 06, 2017 – Student application cutoff date
 - We will have our list of students for in-country coursework by mid-December
 - e-Mentor / e-Mentee Pairing will begin
- January 06 through March 15, 2018 – **e-Mentorship focus** is on building a business plan and course curriculum (remote, online mentoring)
- March 16 – December 15, 2018 – e-Mentorship continues for all in-country students (staying in touch)
- May 22, 2018 – **Mentors will be notified** if their student made the final cut and received a visa to come to Leadership Development and In-Person Mentorship
- July 15, 2018 – Students arrive in Dallas, TX
- July 21 – 26, 2018 – **In-Person Mentorship**. Travel days are July 21, Saturday and returning to Dallas July 26, Thursday (plan student travel early)
- July 23 – December 15, 2017 – e-Mentorship continues for returning Leadership Development graduates



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MENTORSHIP REQUIREMENTS

e-Mentorship (January 06 – December 15, 2018):

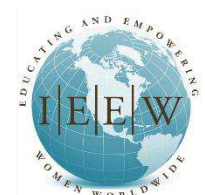
- Commit to a conversation at least twice per month
 - Most students can communicate via email and sometimes you may want to use Facebook Messaging, Skype or WhatsApp, Google+ (other methods are available and mentee / mentor can work this out in their initial conversation)
 - Feel free to bring in co-mentors to assist with specific skills if needed. IEEW will be collecting a database of qualified business professionals to serve as co-mentors
- **Mentor completes the grading rubric** for the paired mentee's final business plan
- **Mentor provides a quarterly progress report** on your student to IEEW – just a quick note to let us know how things are progressing for the student and accolades you would like to share
- **Mentee provides a quarterly report to the in-country facilitator** on the progress of your business and what you have learned through your mentorship
- **Mentee** completes the Student Application / **Mentor** completes the Mentor Application

In-Person Mentorship (July 21-26, 2018):

- Commit to four full days of in-person mentorship
- Mentor provides transportation between Dallas, TX and the mentorship city; you could also solicit a sponsor or an organization to help you with the cost if needed
- Mentor provides private sleeping space and meals for the mentee
- Mentor should be available for at least one conference call with IEEW prior to the mentee's arrival in the United States
- Mentor to provide IEEW with a copy of your driver's license and auto insurance verification
- IEEW will provide medical and liability insurance for the mentee during their U.S. stay
- Mentor provides a head shot photo and brief 2-3 sentence biography to IEEW

Optional for all Mentors:

- Attend IEEW Leadership Development and / or Graduation during July at AT&T University Las Colinas Campus
- Approval for IEEW to include your Mentorship experience in any media coverage deemed appropriate for the occasion.
- IEEW encourages you to submit a press release in your market to highlight your contribution as a PEACE THROUGH BUSINESS® mentor – the IEEW public relations coordinator can assist with details for your release.

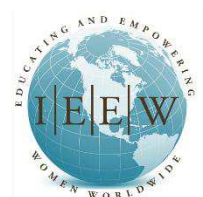


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THE E-MENTORSHIP CONVERSATION



- Week 1 (January 06-16):
 - Get to know each other,
 - Set up a reliable system of communication,
 - Share your personal stories.
- Week 2 (January 17-22):
 - Start a conversation about the business plan,
 - Review your skills, advantages,
 - Create a description of your business, including the market analysis.
- Week 3 – 4 (January 23-30):
 - Review SWOT (strengths, weaknesses, opportunities & threats) Analysis and the Marketing Mix,
 - Create your Marketing Plan.
- Week 5 – 7 (February 01-23):
 - Basic Accounting - Practicing Transactions,
 - Financial Management,
 - Human Resource Management,
 - Building on the business plan.
- Week 8 – 10 (February 24-March 15):
 - Complete the Business Plan – Final Edits,
 - Business Plans presented to the independent Selection Committee (Mar 15),
 - Taxation Law & Exporting,
 - Summary & Graduation.
- Post-In-Country (March 16-December 15):
 - e-Mentorship Continues – Putting new skills into action.
 - For those invited to the United States for Leadership Development, final assessment of needs and preparing the agenda for in-person mentorship.



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LET'S GET STARTED

Each mentee is responsible for reaching out to their mentor and getting the conversation started. IEEW will share your application and biography with the mentor prior to introduction. You will also need to complete the online survey regarding your market analysis. Week 1, January 06-16, is all about getting to know each other. Some information you may want to share with your mentor ...

- My personal priorities are:

- My career journey up to today has been:

- Here is my plan for the next six months:

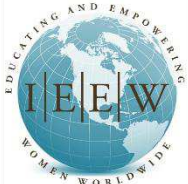
- My expectations for the PEACE THROUGH BUSINESS® program are / I want to learn the following skills from the program and mentorship:

Later, you can delve deeper into the conversation with the following topics:

- This week, we talked about this business concept and I have questions I would like to ask that pertain to the topic:

- These are the projects I would like to implement in my business:

Business Etiquette Tips		
Research your contacts; Google, LinkedIn, Press Releases, Business Websites	Practice talking about you and your business	Breathe slow and deep to control your nerves
Prepare your questions for your mentor in advance	Think Positively; Think about something you do well and how that makes you feel	Stand Tall in person, Sit Up tall when on the phone
Prepare information on yourself and your business in advance	If meeting in person, dress smart, neat and professional, but feel comfortable	Shake hands firmly, Head up, Speak Clearly, Eye Contact

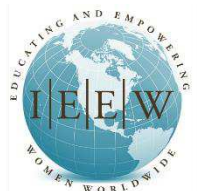


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CONVERSATION TOPICS

Some of the following suggestions may not pertain to a particular business but the list may trigger other ideas specifically related to you. A mentee / mentor can use articles to generate a conversation about your topic of interest. Mentors can bring in colleagues or specialists from our PEACE THROUGH BUSINESS® Mentor Team pool.

- | | | |
|-------------------------------------|-------------------------|-----------------------------------|
| Being a Change Agent | Building Trust | Collaboration |
| Leadership vs. Management | Employee Engagement | Everyday Communications |
| Customer Service | Focus on You | Influence & Persuasion |
| Transition / Navigating Change | Networking | Personal Branding |
| Communications | Relevance | Strategy / Thinking Strategically |
| Turning Mistakes into Opportunities | Work / Life Integration | Practical Finance |
| Marketing | Accounting | Technology |



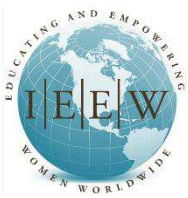
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ORGANIZING THE BUSINESS PLAN

The PEACE THROUGH BUSINESS® in-country program requires each Afghan and Rwandan student to complete and present their business plan to an impartial selection committee at the end of the ten-week course. The mentor can be a great sounding board for helping the mentee complete the plan. Components of the plan should include:

Summary of Content	Marketing	Financials
Purpose	Ownership	Industry Analysis
Objectives	Legal Structure	Income Statement
Mission	Experience	Balance Sheet
History	Advantages	Cash Flow
Why You	Market Analysis	Budget
Competition	Strategy	Break-Even
Profitability	Product /	Financial Requirements
Keys to Success	Place / Price /	Security
What you Need	Promotion	
	Forecast	

- Mentees are translating the business plan from their native language into English. Assistance with proper grammar and editing is extremely helpful but not the overall objective.
- Mentor teammates can be extremely helpful in completing the business plan. Skilled mentors can come from the mentors own network or the PEACE THROUGH BUSINESS® mentorship development staff can help you find the right person.



Appendix

HELPFUL INFORMATION & REFERENCES

Business Tools:

IBM Small Business Toolkit: <http://rwanda.smetoolkit.org/rwanda/en>

Cultural Considerations: PEACE THROUGH BUSINESS® students, graduates and volunteers all vary, as with any group of people. It is best to ask a lot of questions during e-Mentorship to get to know each other's preferences and habits. To learn more on your own, try these websites and articles:

Afghanistan: Language, Culture, Customs & Etiquette:

<http://www.kwintessential.co.uk/resources/global-etiquette/afghanistan.html>

Rwanda Culture: http://www.culturecrossing.net/basics_business_student.php?id=172,

<http://www.our-africa.org/rwanda/people-culture>

United States Culture: <http://www.tripadvisor.com/Travel-g191-c3541/United-States:Customs.Habits.And.Etiquette.html>,

<http://www.cntraveler.com/stories/2008-10-14/etiquette-101-what-the-world-thinks-about-us>

Most Rwandans come from various cultural backgrounds and sometimes it is hard to determine what to expect from each individual. It is through an ongoing conversation between mentor and mentee that one can figure out the other person. Some women are typically Rwandan; reserved and like to keep to themselves, especially with people they don't know very well, but will warm up to them after a while. Others are more outgoing and make easy conversation. – Rose Busingye, IEEW In-Country Facilitator and PEACE THROUGH BUSINESS® Graduate / Small Business Woman

Security: For the safety and security of your guest, PEACE THROUGH BUSINESS® asks that the women have no contact with visitors not affiliated with our program. Of course, the student should be allowed to communicate by phone or email with their family back home.

Travel: Students are responsible for their own baggage fees whether it is extra luggage or overweight bags.

To Apply to be a
PEACE THROUGH BUSINESS® Mentor:

The Institute for Economic Empowerment of Women
2709 West I-44 Service Road
Oklahoma City, OK 73112
Tel. 405.943.4474
www.ieew.org

Karel Ford, CMP
Director of Operations - Mentorship & Programs
kford@ieew.org

To apply to be a
PEACE THROUGH BUSINESS® Student:

Caroline Cohenour
Communications & Student Logistics
ccohenour@ieew.org



“In another of life’s strange coincidences, her goals (Emily, mentee) are pretty much what I did when I started my first business years back.”

Susan St. Germain, Mentor, Houston, TX

I enjoy learning about other cultures. Meeting Monica and Zuhai (mentees) and learning about their countries broadened my experience as a world citizen. My appreciation for their cultural diversity was greatly enhanced.

Diane Chen, Mentor, Raleigh, NC