



Great leaders
NEED
great mentors

by Andreas von der Heydt

Mentoring is a
**MUTUAL
GIFT**

and I'm a big
fan and user of
this beautiful
concept.

Let me tell you
WHY!



**ANDREAS
VON DER HEYDT**

Senior Executive, Marketing Expert,
Leadership & Executive Coach,
LinkedIn Influencer, Author, Speaker

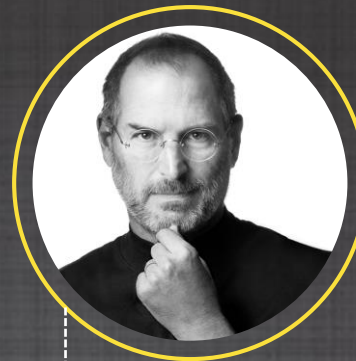


Every great leader
has or had a

**GREAT
MENTOR.**

And every leader
should

BECOME
a mentor.



Steve
Jobs



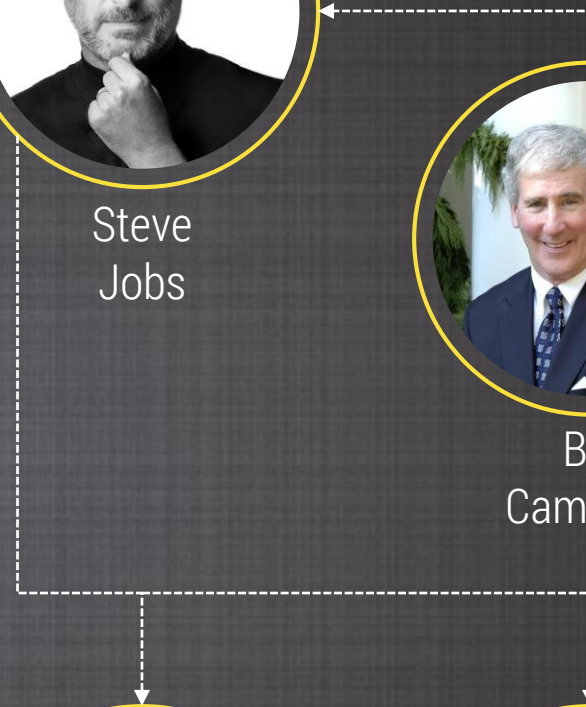
Bill
Campbell



Larry Page



Mark Zuckerberg





The mentor provides less experienced
colleagues with valuable

FEEDBACK AND SUPPORT.





It's an effective
way to develop people
and its being used
by companies as part of an
**EMPLOYEE TRAINING
PROGRAM.**



“

Tell me and I forget,
teach me and I may remember,

**INVOLVE ME
AND I LEARN.**

”

Benjamin Franklin



FACTS FOR MENTEES TO KNOW

How to make the most
out of a mentoring
relationship?



LOOK FOR THE RIGHT MENTOR

Look for someone who really cares about you, who wants you to succeed and achieve your goals. You should trust and respect each other.



SET CLEAR OBJECTIVES

Decide exactly what you need mentoring on before looking for a mentor. What's your objective and what does success look like in the end?



BE OPEN-MINDED AND SELF-CRITICAL



During the mentoring process you will need to be willing to receive input and feedback, to question and get to know yourself, be aware of others and to develop personally.



TAKE OVER RESPONSIBILITY FOR YOURSELF

Even though a mentor can help you to understand an issue and give advice, it is up to you to work (hard) and implement what you agreed upon.





FOLLOW THROUGH

Stay in close
contact with your
mentor during and
after your meetings.

Send regular
updates to keep the
mentor engaged
and supportive.



BENEFITS FOR MENTORS

Why should you
engage in mentoring
and what's in it for
you as a mentor?



DEVELOP YOUR MINDFULNESS



Mentoring helps you become more aware of your thoughts, feelings and surroundings. It involves accepting that there's no "right" or "wrong" way to think or feel.



IMPROVE YOUR LEADERSHIP SKILLS

By helping your mentee, you can review your own areas for improvement and it can help you discover new areas and behaviors.



SEE WITH FRESH EYES



Mentoring helps you see things with a set of fresh eyes. You'll discover how your peers approach an issue, how they solve it and understand their reasoning



RECHARGE YOUR BATTERIES

Many mentors get personal fulfillment and joy from mentoring. If you're burned out, losing focus and drive, mentoring can give you strength and energy.



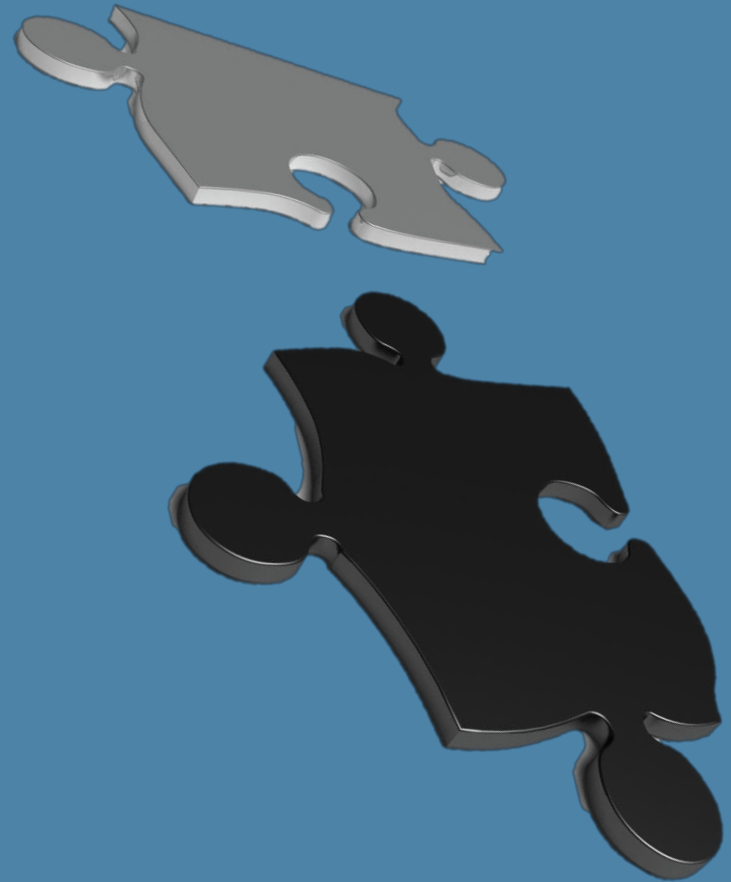
ELEMENTS OF A MENTORING PROCESS

How to
establish a
successful
mentoring
process in your
organization



ESTABLISH AN EFFECTIVE MATCHING PROCESS

Mentoring needs to be centered around the mentee's development needs. A transparent and open process is required for any method used.



AGREE ON GUIDING PRINCIPLES



In the beginning of a mentorship, some aspects must be defined like goals, meeting frequency, confidentiality and follow-up work between sessions.



PROVIDE SUPPORT

You need to clearly state what mentoring means for you and what are the roles of the people involved. Participants should understand the process, purpose and tools of the process.





Additional skills training - even for experienced managers - provided by the company for aspiring mentors have proven to be very helpful.



HAVE FOLLOW-UP STEPS IN PLACE

Depending on whether the mentee achieved his goals or not, the relationship can be extended beyond mentorship, continued or closed in a friendly manner if it's not working out.



It is important that both
mentor and mentee know
that they can choose not to
continue without damaging
their relationship.



EVALUATE THE MENTORING PROGRAM

The program has to be reviewed to see if individual and organizational objectives were achieved. Potential issues and learnings need to be solved to improve the mentoring program's quality and impact.



CONCLUSIONS



ANYONE CAN BE MENTORED

as long as he/she is
open to the concept,
is willing to reflect
and to do the work.



ANYONE CAN BE A MENTOR

as long as he/she is
dedicated to help the
mentee, willing to
learn and develop the
skills needed, be
engaged and
respectful.

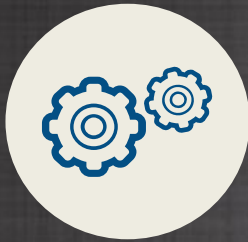




Mentoring can be a very
**EFFECTIVE
CONCEPT**
for personal growth and
development, for your
colleagues, teams and
yourself, regardless of
the company size.



MENTORING IN A NUTSHELL



Key Elements

- ✓ Establish effective matching process
- ✓ Agree on guiding principles
- ✓ Provide support
- ✓ Set follow-up steps
- ✓ Evaluate the program



Advice for Mentees

- ✓ Look for the right mentor
- ✓ Set clear objectives
- ✓ Be open minded and self critical
- ✓ Take over responsibility for yourself
- ✓ Follow through



Benefits for Mentors

- ✓ Develop your mindfulness
- ✓ Improve your leadership skills
- ✓ See with fresh eyes
- ✓ Recharge your batteries





ANDREAS VON DER HEYDT

Senior Executive, Marketing Expert,
Leadership & Executive Coach,
LinkedIn Influencer, Author, Speaker

Let's stay in touch



[avonderheydt@
consumergoodsclub.com](mailto:avonderheydt@consumergoodsclub.com)



linkedin.com/in/avonderheydt



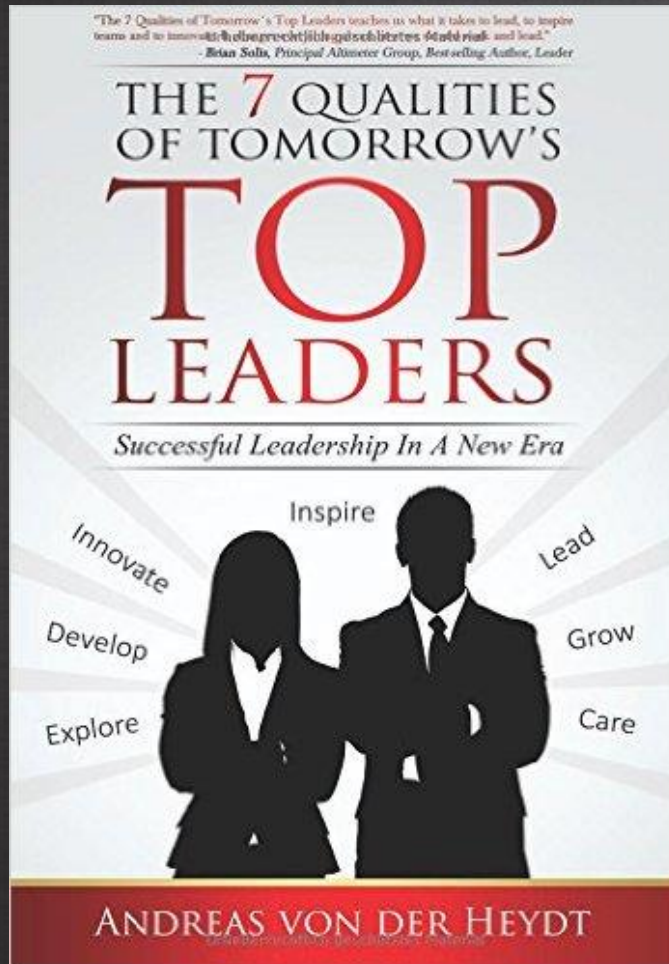
facebook.com/ConsumerGoodsClub



twitter.com/ConsumGoodsClub



Find out more about mentorship and leadership in my new book



eBook

[USA](#)

[UK](#)

[Germany](#)

[Spain](#)

[Italy](#)

[France](#)

[Japan](#)

[Canada](#)

[India](#)

[Australia](#)

Paperback

[USA](#)

[UK](#)

[Germany](#)

[Spain](#)

[Italy](#)

[France](#)

[Japan](#)

[Canada](#)

[India](#)



Photo Credits

Columbia University | Bill Campbell

Flickr | Brian Solis | Mark Zuckerberg f8 Keynote

Flickr | Chris Goldberg | Dartboard at Housers, Ocean Beach - Fire Island, NY

Flickr | Indigo_girl | Steve Jobs, RIP

Flickr | Jörg Schubert | thinking of a masterplan

Flickr | Ted Eytan | 2012 Hug Tour

Freepik | Fabric Vector Background

Miramax | Good Will Hunting

Wikimedia Commons | สร้างสรรค์ผลงาน/ส่งข้อมูลเก็บในคลังข้อมูลเสรีวิกิมีเดียคอมมอนส์
- เทวประภาส มากคล้าย

Wikimedia Commons | Benjamin Franklin By Benjamin Wilson - The White House Historical Association, Public Domain

Wikimedia Commons | Larry Page By Stansfield PL

