



PEER MENTORING & NETWORKING

SUCCEEDING IN BUSINESS IS ALL ABOUT MAKING CONNECTIONS...

PEER MENTORING

- ▶ **Peer mentoring** is a form of **mentorship** that usually takes place between a person who has lived through a specific experience (**peer mentor**) and a person who is new to that experience (the **peer** mentee).

PEER MENTORING

- ▶ While popular in study halls and post-secondary institutions, it is also gaining popularity in business circles in this growing era of entrepreneurial start ups.
- ▶ Mentees can expand their knowledge and skills, **gain** valuable advice from a more experienced person, and build their professional networks.

PEER MENTORING

- ▶ While the benefits to the mentee are clear, mentors also benefit from the process.
- ▶ **Mentors** can develop leadership skills and **gain** a personal sense of satisfaction from knowing that they've helped someone.
- ▶ Community engagement and contributing to the common good of your business community brings many rewards.

PEER MENTORING

- ▶ Where to find Mentors?
 - ▶ Look around the room at the agencies and organizations represented. Many of these are willing to provide mentor services, or help connect you with a mentor.

NETWORKING

- ▶ **Networking** is the exchange of information and ideas among people with a common profession or special interest, usually conducted in an informal social setting.
- ▶ Expand your circles of acquaintances, find out about job opportunities and recruit talent, increase your awareness of news and trends in your field, in your community or in the greater world.

NETWORKING

- ▶ Where?
 - ▶ Events like this!
 - ▶ Chamber of Commerce events – Monthly Luncheons, BAB, GMM
 - ▶ Dedicated Networking groups like BNI
 - ▶ Industry Associations
 - ▶ Service Clubs like Rotary

NETWORKING

▶ Tips & Tricks

- ▶ Attend networking events with a goal – how many new contacts, etc
- ▶ Be armed with name tag/badge and business cards
- ▶ Do a little research on who might be in attendance
- ▶ Follow up with new contacts – LinkedIn at least or direct email
- ▶ Follow up at next point of contact with reference to last meeting

NETWORKING

- ▶ These days, a business-to-business network pipeline can be developed almost entirely through the use of social networking.
- ▶ Professional networking platforms such as LinkedIn provide an online location for people to engage with other professionals, join groups, post blogs, and share information.
- ▶ Online networking forums allows professionals to demonstrate their knowledge and connect with like-minded people.



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