

# Mentorship Guidelines for Women Entrepreneurs

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## 1. What is a Mentor?

A mentor is an experienced and trusted advisor who provides guidance, support, and encouragement to help mentees achieve their personal and professional goals. Mentors share their knowledge, skills, and experiences, offering valuable insights and advice to help mentees navigate their entrepreneurial journey.

## 2. Who is the Mentorship for?

The SHEowner Mentorship program is designed for women entrepreneurs in Myanmar who are seeking to develop their business skills, gain insights into their industry, and build a supportive network. This program is for:

- **Aspiring Entrepreneurs:** Women who are planning to start their own business and need guidance on how to begin.
- **Early-Stage Entrepreneurs:** Women who have recently launched their businesses and are looking for support to overcome initial challenges.
- **Established Entrepreneurs:** Women who have been running their businesses for some time and seek to grow, innovate, or pivot their ventures.

## 3. Roles and Responsibilities of the Mentor

### A. Roles of the Mentor

1. **Advisor:** Provide strategic advice and practical solutions to help mentees overcome challenges and make informed decisions.
2. **Supporter:** Offer emotional support and encouragement to build mentees' confidence and resilience.
3. **Network Facilitator:** Help mentees expand their professional network by introducing them to relevant contacts and resources.

### B. Responsibilities of the Mentor

1. **Initial Commitment:**
  - **Application and Matching:** Complete the mentor application process and participate in the matching process to ensure a good fit with mentees.
  - **Orientation:** Attend orientation sessions to understand the program's objectives, guidelines, and resources.
2. **Regular Meetings:**
  - **Scheduling:** Set regular meetings with the mentee (e.g., weekly, bi-weekly, or monthly) and adhere to the agreed schedule.
  - **Preparation:** Prepare for meetings by reviewing the mentee's progress and challenges, and planning discussion topics.
3. **Guidance and Support:**
  - **Goal Setting:** Help mentees set realistic and achievable goals, and create action plans to reach these goals.
  - **Skill Development:** Provide training and advice on specific skills needed for business success, such as financial management, marketing, and leadership.
  - **Problem-Solving:** Assist mentees in identifying and overcoming obstacles by offering practical solutions and alternative perspectives.
4. **Feedback and Evaluation:**
  - **Constructive Feedback:** Provide honest, constructive feedback on the mentee's progress and performance.
  - **Progress Evaluation:** Regularly evaluate the mentee's progress towards their goals and adjust the mentorship approach as needed.
5. **Confidentiality and Professionalism:**
  - **Confidentiality:** Respect the confidentiality of the mentee's business information and personal matters.

- **Professional Conduct:** Maintain a professional relationship, setting clear boundaries and adhering to ethical standards.
6. **Engagement and Encouragement:**
    - **Active Listening:** Listen attentively to the mentee's concerns and aspirations.
    - **Encouragement:** Motivate and encourage mentees, celebrating their successes and helping them learn from failures.
  7. **Resource Sharing:**
    - **Information and Tools:** Share relevant information, tools, and resources that can help mentees achieve their goals.
    - **Network Access:** Introduce mentees to valuable contacts within your professional network.
  8. **Commitment to Growth:**
    - **Continuous Learning:** Stay informed about industry trends and best practices to provide up-to-date advice.
    - **Program Participation:** Engage in program events and activities, such as workshops, networking events, and feedback sessions.