



Celebrating Mentorship

mentoringstandard.com

Mentoring Standard celebrates mentors with deep experience who have done the work of helping people to achieve their goals and grow their careers. The company was founded in 2015 in the Silicon Valley to offer an experience-based evaluation for mentors and mentoring programs - not tied to a particular training or curriculum.



Certification: Mentoring Standard honors real mentoring experience and accomplishment from broad range of fields. Certification documents and celebrates past and ongoing mentoring accomplishments – it does not require you to join a new mentoring program or take additional training.

Certification Benefits to Mentors

1. Establishes a current public record of successful and effective mentoring and growth, not tied to one particular mentoring program.
2. Demonstrates a sustained pattern of leadership and career development.
3. Provides objective credentials for an otherwise largely-subjective experience.
4. Allows the individual to transfer his or her mentoring experience to a new context, job or professional program.
5. Exemplifies success: senior mentors use their certification path as a model and guide for their mentees.
6. Documents progression of growth over time, potentially through formal certification levels:
7. **Regular, Advanced, Master and Distinguished.**

What Certified Mentors Say

Eileen Brewer (Director at Symantec, in California):

“I believe the certification helps validate my mentoring experience so I am a more viable mentor candidate within corporate mentoring programs. It helps reassure the mentee that his/her mentor has some experience with mentoring and will take the opportunity seriously and provide good guidance.”

Naira Ayrapetyan (Senior Engineer at Petronas, in Turkmenistan):

“I have now been recognized as a Leader, potential Manager, and Top Professional ... My professional experience is better recognized because it was recognized in the Silicon Valley and I was given a professional mentorship certificate. I have been promoted and highly paid for my valuable experience.”



Assessment: An international norm of quality and achievement for both mentors and mentoring programs, with associated assessment, accreditation, and comparative reports. Program mentors and mentees are rewarded with individual certification as they develop.

The Situation

Corporations and organizations want to get the highest value from their mentoring programs. They want a structure that gives the highest Return on Investment (ROI). Mentoring programs are established for good reasons but are often do not continue long-term or to provide maximum benefit.

The highest ROI on mentoring programs comes from using measurably-effective best practices. One long-term corporate Engineering mentoring program was measured at 1,000% ROI by an external analytics firm (*Gartner 2006*). Very successful programs like this tend to continue, expand, and get even better over time because they provide visible, measurable, repeatable value (*Sun Microsystems 2009*).

The Solution

Mentoring assessment measures that a program exhibits these key elements:

1. Successful Design and Implementation.
2. Strong Pattern of Improvement.
3. Benefit to Participants and Organization.
4. Good Potential for Future Program Success.

Assessment can strengthen existing mentoring programs – supporting professionals in reaching their goals and growing their careers – and achieving greater ROI.

What Do Mentors Do?

Mentors advise and inspire. In short, practical terms, Mentors:

- ... make introductions.
- ... give recommendations to resources.
- ... give feedback for the mentee to consider.

Mentoring is usually a relationship of two individuals where one is senior in his or her experience and understanding (having Wisdom Authority) but each learns from the other in the areas of career and/or personal growth.

The relationship is not one of hierarchical authority - that is: the mentee does not report to the mentor in a management chain. The mentor provides recommendations on which road to take, references, and feedback to the mentee.

Key Value of Mentoring to Companies and Organizations

- Productivity gains.
- Leadership and career development.
- Diversity awareness and support.
- Retention improvement and staff satisfaction.

Benefits of Mentoring – to Mentees

- Greater productivity, competence.
- Enhanced professional confidence.
- Reduced job-related stress.
- Better interpersonal relationships.
- Larger personal and professional network.
- Understanding of their career path.

“While preparing for the certificate, I had the opportunity to identify my skills, gather them and recognize how I succeeded to use them to help others with their personal and professional issues. It was the first time I stopped to do accounts.”

Dr. Kenza Khomsi (Meteorologist Engineer), Morocco

Benefits of Mentoring

– to Mentors

A mentoring program needs experienced and reliable mentors, preferably coming back year after year. What motivates a mentor to spend hours a month with a mentee?

- Giving time to help others – paying it forward.
- Developing mentor's coaching and leadership skills.
- Extending professional and personal networks (mentor and mentee).
- New understanding on the most effective ways to work and knowledge of their own company or organization.



Mentoring Standard

Mentoring Standard has already certified 70+ mentors in 16 countries in Africa, Central Asia, the Middle East, Europe, and America, who have demonstrated: Significant Mentoring History, Good Reputation, and Respectable Professional Experience, including...



Khalil Aleker
Project Manager
PBT Group
South Africa



Pamela K. Arya
CEO and CoFounder
Optensity
Washington DC, USA



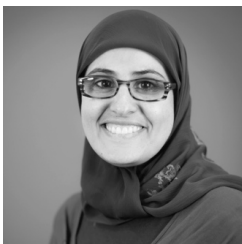
Naira Ayrapetyan
(Advanced Certified Mentor):
Senior Maintenance Engineer, Petronas Carigali
Turkmenistan



Eileen Brewer
(Advanced Certified Mentor):
Director, Security Appliance Team, Symantec
California, USA



La Toya Hodge
Global Channels Marketing Communication Manager
Polycom
Florida, USA



Dr. Kenza Khomsi:
(Advanced Certified Mentor):
Meteorologist Engineer
Direction de la Météorologie Nationale, Morocco

Raise the Bar

Certified Mentors are successful professionals from a vast diversity of demographics, profession, and geography who are not only learning and growing themselves but have spent years helping other people to achieve their goals and grow their careers. Join us.

Mentoring Standard

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