

# YOUR JOURNEY TO SUCCESSFUL CORPORATE MENTORING

## How to build meaningful digital mentorships for business and societal impact

Online mentoring enables companies to overcome problems in hiring the right people, encouraging their employees in career advancement, and bringing diversity to the leadership level. Find out more step-by-step introductions on how to achieve sustainable and successful digital mentoring within your company.



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Mentoring programs can provide significant support in identifying and developing talent to reach their full potential in their current roles and future career ambitions within the organization. Empowering employees as mentors or mentees also provides equal benefits for everyone involved: Mentees gain valuable support and guidance, mentors improve their leadership and communication skills while the organization makes a lasting social impact and engages their employees. Mentoring sessions are so impactful because they are held at eye level and aim to enable meaningful relationships between individuals who would have never met organically, but can benefit from each other's experiences and perspectives. Diversity encourages innovation and builds a culture of inclusivity and mutual respect – which has been proven to boost productivity and affect the bottom line.

## BUT HOW CAN YOU SET-UP A MENTORING PROGRAM THAT LASTS WHILE REMAINING ADAPTABLE?

Establishing a healthy work environment does not only build the trust of employees: It creates an empowering, strong corporate culture. High employee wellbeing increases productivity and engagement while at the same time improving job satisfaction and retention rates. Supporting employee wellbeing helps to prevent stress, lower staff sickness levels and boost corporate performance.

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## 1. DEFINING TARGET GROUPS

First, there should be an understanding of the needs the mentoring program will aim to address:

- Have you noticed higher rates of turnover among your workforce?
- Is there a lack of diversity at a certain level of the organization?
- Are employees in junior level positions struggling to be promoted?
- Have employees expressed interest in being more involved in the organization's social impact strategy?

Conducting a first analysis of the pain points is essential for deciding if and how mentoring can address them. Further, these issues will serve as KPIs once the program is implemented and measured for success and impact.

Ps. We actually provide tailored solutions to all of the questions above. Feel free to get in touch and learn more!

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## 2. FINDING THE PERFECT MATCH

Once you have identified the central pain points within your organization, it is time to identify the target groups of your program. Often, the needs analysis leaves a first indication of potential target groups, as they are directly affected by the issue at hand. However, in any case the focus should lie on the mutual benefits of connecting the groups.

If, for example, the goal is to increase promotion rates of junior employees, then the junior employees would be the mentee target group while the mentor target group might be any employee of a certain seniority or work experience.

After defining the target group, the next step is to match the most compatible mentorship pairs for a harmonious and lasting connection. While this can be done manually and in accordance with personal judgement, we have found that making use of a matching algorithm significantly reduces the required resources while increasing success rates. Our proprietary matching algorithm currently has a satisfaction rate of 99% and only requires little guidance from our operations team.

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## 3. DESIGNING A TAILORED STRUCTURE

Mentoring comes in all shapes and sizes: Structured or unstructured, single-session or long-term, face-to-face or digital. There are a lot of options, and with your pain points and target groups in mind, you can design a mentoring program that is right for you.

However, it is crucial to design a mentorship offer that stands the test of time, and, most importantly, unforeseen times. With work models changing drastically in the past months and years, digital and user-centric solutions are becoming more viable than traditional approaches. We made digital mentoring our specialty for many reasons, but one of them is that it opens up a world of possibilities in regards to user locations, accessibility, self-determination, impact measuring, and guiding session content. Our digital platform unites these benefits by connecting the mentorship pair via video-chat on our digital mentoring platform that also provides guided session content tailored to their goals, as well as room for their own ideas with a whiteboard or pdf upload.

Whether you decide for a traditional approach of unstructured face-to-face mentoring, or decide on a digital solution, the most important aspect should remain to support the participants along their collaborative learning journey as best as possible.

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## 4. MAKING THE PROGRAM LAST

Unfortunately, a mentoring program does not run itself once it is set-up. It requires constant support and supervision, and its success rises and falls with the ongoing upkeep and coordination of the initiatives. This relates to the entire mentorship journey, as sometimes it might require some communications effort to motivate employees to take part.

In our experience, we have found that for this step, leadership buy-in and support is crucial. However, once signed-up and matched, participants might encounter trouble getting in contact with their mentees, forgetting to schedule a next session, encounter interpersonal or logistical issues, and for this, a dedicated person or department is invaluable.

## OUR SERVICES MINIMIZE INTERNAL EFFORTS-AND MAXIMIZE MENTORING SUCCESS

As this phase is quite resource draining, we have an entire team that takes on all these day-to-day tasks and challenges, so that our partners can only focus on the outcomes of the initiative. Our dedicated help desk team solves and follows up on all reported IT problems in real time and our operations team knows exactly when to follow up with a mentorship pair that hasn't had a session in a while. While this is a lot of effort, the difference it makes for a mentorship is undeniable. Many participants require the additional support and motivation to keep their mentorship going after the first few sessions and overcome initial hurdles. Further, the direct contact with the participants allows us to continuously assess their happiness with their program and anticipate issues before they arise.

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## 5. MEASURING THE SUCCESS

In addition to gathering continuous feedback throughout the mentorships, it is important to dedicate resources after the completion of the program to fully evaluate its impact and if the KPIs have improved. This impact measurement should be carried out utilizing quantifiable metrics that enable a comparison with previous or future programs. This way, optimizations and adaptations can be made and their success or shortcomings are recognized.

In addition to our academic impact studies carried out after every cohort of mentorships, many of our partners compare these with their internal assessments conducted by the human resources department. Measuring the impact of the program on the individuals and the correlation to trends in the organization often reveals a positive impact that reaches beyond the expected. It is therefore an essential last step that should not be dismissed, as the metrics often translate into learnings for the next program launch to start the journey all over again.



# WATCH OUR PRODUCT DEMO HERE!

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