“Developing Corporate Partners into Champions for Youth Mentoring . . . A Business Perspective”

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Workshop Goal . . .

To present a “business-view” of youth mentoring, thereby enabling youth mentoring program leaders to develop effective strategies for engaging corporate partners in mentoring program efforts.
Workshop Objectives . . .

1. Answering the key questions leading to effective corporate engagement plans
2. Putting the required leadership and staff in place
3. Selecting your partner
4. Creating the culture to leverage widespread buy-in and involvement
5. Implementing the Plan
“Real Time” Example . . .

Fortune 500 Company . . .

Bankruptcy . . .

Recovery . . .

Fortune 500 Company . . .

Through all, continuing to be a champion for youth mentoring . . .
Objective 1: Answering the Key Starting Questions . . .

Examine the key questions that most corporations consider prior to engaging with a youth mentoring initiative . . .
Does the youth mentoring program advance our company’s vision, values and goals . . .
Key Starting Question . . .

How does the youth mentoring program align with our community involvement priorities and current activities of our corporation . . .
Key Starting Question . . .

What is our corporation’s desired “return on investment” . . . What story of impact does our corporation want to tell in 1 year . . . 5 years . . .
Key Starting Question . . .

What resources does our corporation plan to invest . . . volunteers . . . people . . . financial support . . .
Key Starting Question . . .

How will our company manage our engagement in the mentoring initiative . . . will a company staff person be assigned to the project . . .
Objective 2: Putting the Required Leadership and Staff Lead in Place . . .

- Ensuring that senior corporate management are driving the internal culture toward supporting the mentoring initiative

- Assigning a staff person with the responsibility for managing the initiative
Objective 3: Selecting Your Partner . . .

Mentoring Perspective . . .

Company Perspective . . .
Partnership Best Practice . . .

Compatibility between the company’s vision, available resources, and desired “return on investment” . . .

AND

Compatibility between the mentoring program’s vision, available resources, and desired “return on investment” . . .
Program Consideration . . .

Operate under the highest quality standards and effective practices that will generate the greatest potential returns for youth.
Program Consideration . . .

Relationship-based partnerships . . .

The first truism of effective partnerships:

“People Partner with People”
Program Consideration . . .

Relationship-based partnerships . . .

The second truism of effective partnerships:

“People Partner with People
They Know”
Program Consideration . . .

Relationship-based partnerships . . .
The third truism of effective partnerships:

“People Partner with People
They Know
And They Trust”
Objective 4: Creating the Culture . . . Leveraging Buy-In and Involvement

Creating a movement among employees . . .

Employing proven-practices of workplace engagement . . .
Introducing the Initiative to Employees . . .

Effective ways to
“issue the call” . . .
Hosting a “Meet and Greet” . . .

Provides employees with the opportunity to speak directly with the partner organization . . .
Continuing to Issue the Call . . .

The GOAL should be to keep the initiative in front of the employees to the greatest extent possible . . .
Objective 5: Managing the Effort . . .

Sustaining the resource investment . . .
Celebrating employee involvement . . .
Evaluating the initiative . . .
Sustainable Support . . .

Achieving short-term goals is the KEY to long-term success of the initiative . . .
Support and Celebrate Employee Involvement . . .

Acknowledging and celebrating the involvement of employees . . .
Document and Evaluate the Workplace Initiative . . .

Knowing that there was success . . .
And that the return on investment was leveraged . . .
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