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Business Mentoring

More business owners would engage a business mentor if only they could find the right person.

Clearly, a business mentor needs great business insight. Not just “been there, done that” but been there and done that extraordinarily well.

They need an approach to working with you – one that you can make sense of and one that delivers real results for your business.

Life experience combined with their ability to both understand and communicate with you is essential.

Most importantly, they have a genuine, driven wish to help.

A DRG mentor has all these qualities.

First and foremost, our business mentors are mature, both in age, knowledge and experience.

They have succeeded in business and understand the requirements needed to take a business forward both from a business and personal perspective.

As skilled communicators, they will highlight areas of your business that may need change.

As individuals, they have done well financially and enjoy active involvement in mentoring because they love helping others realize the potential their businesses offer.

Their first task is to meet with you and ensure there is a fit between you and them.

Next, they will develop a business mentoring plan that considers where your business is now, where you see your business going and how to take it there.

Once this plan is in place, they will work alongside you to make sure the changes you and your business need take hold.

They will keep a close eye on the tangible returns to your business of every improvement you undertake.

Our business mentors are especially good at this having been mentoring now for many years.

The following page outlines the approach we will take to develop your mentoring plan.

Please e-mail David Reid at david@davidreidgroup.com or call him direct on 0412 900 155 to talk through how a DRG mentor can help your business.

Our approach follows.



Our Approach

Step One

Understand your business

- Your business goals and objectives.
- The competitive landscape you operate in.
- Your core business: your products and services.
- Your key competitive advantages.
- The improvements you see your business needs.

Step Two

Understand your customers

- Digest any customer feedback – both formal and anecdotal.
- Talk with a select group of your key clients.
- Talk with a select group of past clients.
- Summarise findings.

Step Three

Understand your staff

- Digest any staff feedback – both formal and anecdotal.
- Talk with your management staff.
- Talk with your other employees.
- Summarise findings.

Step Four

Understand you

- Your perceptions of your strengths and weaknesses.
- Your management style and how it impacts others.
- Your business and its implications for your lifestyle.

Step Five

Develop your mentoring programme

1. Summarise key findings from steps 1 to 4.
2. Prioritize your key business improvement areas.

Step Six

Gain your commitment to a 6 monthly (minimum) mentoring programme.

- Work alongside you helping you usher in the improvements your business needs.
- Ensure your rationale for action is sound commercially.
- Help you focus on the numbers and genuine growth.
- Facilitate new ideas and better ways forward.
- Fresh set of eyes and challenge traditional thinking.
- Provide you with access to our extended network of business professionals.
- Sounding-board whenever you need it.