

Content for the One-Pager of Mentor Training

I. Background

The Inclusive Mentoring Network for Entrepreneurs (IMNEt) program was born out of a pressing need to empower women entrepreneurs, advance gender inclusivity, and elevate the role of women in economic participation. Recognizing the barriers women often face in the entrepreneurial landscape, the program aims to provide targeted support and mentorship to help them overcome these challenges.

This initiative, funded by the Sasakawa Peace Foundation (SPF) and co-implemented by SPF, Swisscontact and Impact Hub Phnom Penh, is in strategic partnership with the Enhancing Entrepreneurial Ecosystem and Investments (3Ei) program. The 3Ei program, a five-year initiative (2023 - 2027), is implemented by Khmer Enterprise and Swisscontact and co-financed by the Swiss Agency for Development and Cooperation (SDC), the Korea International Cooperation Agency (KOICA), and Khmer Enterprise.

The program focuses on building the capacity of mentors, particularly female mentors, to enhance their service offerings for entrepreneurs. By fostering a culture of mentorship and advocacy, the program aims to support women in scaling their businesses into the formal economy and encourage a "Giving Back" ethos within the entrepreneurial ecosystem.

II. The IMNEt Program

The Inclusive Mentoring Network for Entrepreneurs (IMNEt) is a 5-month program to build a skilled pool of mentors in Battambang and Siem Reap — equipping them to support the growth of women-owned micro, small, and medium-sized enterprises (MSMEs). The program identifies potential mentors and provides training on how to effectively support and nurture local women entrepreneurs. We then support them to apply their skills during the program to provide tangible mentorship to women entrepreneurs to help them grow their businesses. This program emphasizes sustainable, gender-sensitive mentorship that addresses the unique challenges women entrepreneurs face.

III. To be eligible to join the mentor training, the candidate must meet the following criteria:

- Be committed to dedicating time to guide and support women-owned MSMEs, enhancing their skills and self-confidence through mentorship
- Available to participate for the entire duration of the program (September 2024-January 2025, on average 2 hours per week)
- Open and willing to learn about gender inclusion in business and mentorship
- Obtain some experience in mentorship, with a desire to further develop mentoring and coaching skills to support MSMEs
- Prior experiences in running a business or supporting businesses, having been in at least one of the following roles:
 - o CEO/Executive Director/Founder of a business

- Leadership and/or senior management positions in a business.
- Active actors or professionals in the business ecosystem, business associations, or other Entrepreneur Ecosystem Support Organizations (ESOs), especially professionals with expertise in business development, marketing, digital branding, human resource management, or financial management.

IV. Why become a mentor?

Becoming a mentor offers numerous benefits, both personal and professional:

- **Personal Satisfaction:** Mentoring provides a sense of fulfillment by helping others achieve their goals and grow professionally. It's rewarding to see mentees succeed and know you played a role in their development
- **Networking Opportunities:** Connect with a diverse group of professionals, mentors, and entrepreneurs, expanding your network and collaborative opportunities.
- **Enhanced Leadership Skills and Professional Growth:** Mentoring helps refine leadership and communication skills. It requires you to listen actively, provide constructive feedback, and guide others, which can improve your overall leadership abilities as well as assess your knowledge and skills, leading to personal and professional growth
- **Reciprocal Learning:** While mentors provide guidance and knowledge, they also learn from their mentees, gaining new insights and ideas that can be beneficial in their own work
- **Reputation and Influence:** Being a mentor can enhance your reputation as a knowledgeable and supportive leader in your industry. This can increase your influence and standing within your professional community
- **Building a Legacy:** Mentoring allows you to leave a lasting impact on the industry by shaping the careers of future leaders and professionals

V. Mentor Journey or Timeline



VI. Frequently asked questions

1. What topics will the training for mentors cover?

The training will be practical and hands-on, focused on building your skills and confidence in mentoring women-led MSMEs with a style and approach that works for you. The training will enable you to craft an impactful, personalized, and inclusive mentoring approach with an effective blend of coaching mindsets and skill sets that fit with your own style of mentoring to enhance the outcome of your mentoring relationship with your mentee. You will also gain access to additional mentoring frameworks and business support tools to support MSMEs at varying stages of growth. Beyond the skills and the tools, you will also be connected with a network of like-minded people who constantly support each other and care deeply about building a stronger entrepreneurial ecosystem in Cambodia.

2. How can I apply to be a mentor?

You can apply to be a mentor by filling out the mentor application form during the application period from August to September 2024.

3. What are the eligibility criteria to apply for the mentor program?

We are looking for business owners, senior managers in business enterprises or corporations, and ESO's professionals with expertise in any of these fields: business management, business development, marketing, digital branding, human resource management, financial management, or related fields. We are looking for mentors who are passionate about empowering women and committed to providing valuable guidance and support. We welcome mentors of all genders to join us in this fulfilling endeavor.

4. Do I need to be based in Siem Reap or Battambang to apply?

Yes, your primary residence should be in Siem Reap or Battambang. The mission of this program is to support mentors and MSMEs in provincial areas of Cambodia, starting with these two provinces.

5. What will be the time commitment for the mentor to participate in this program?

For mentors, we estimate that the time commitment will be about 2 hours per week. The first part of the program will consist of weekly trainings (mostly online, so easier to accommodate in your schedule) and the second part of the program will be real mentoring of women entrepreneurs (ideally, face-to-face). You will also join a one-day training at the start of the program in September 2024, and a one-day closing event in February 2025.

6. Is the program free?

Yes, the program is free!! It's a great opportunity to receive a high-value, tailored support program that builds your transferrable leadership and communication skills and strengthens your business skills.

VII. How to Apply for a Mentor

- Contract information
 - Impact Hub:
 - Mr. Lyhour HEANG, lyhour.heang@impacthub.net, 077 791 981.
 - Swisscontact:
 - Ms. Maryna SOUN, maryna.soun@swisscontact.org, 089 583 589.
- Apply your application via this [link](#) to the Goolge Form.