

# MENTORSHIP

## DEFINITION

A personal developmental relationship where a more experienced person helps to guide a less experienced or knowledgeable person.

## PURPOSE

Focuses on the overall development and long-term growth of the mentee.

## INTENSITY

A low-intensity engagement, where the mentor and mentee meet typically once a quarter for a couple of hours.

## APPROACH

More informal and holistic, often evolving organically based on the mentee's needs.

## OUTCOME

Long-term personal and professional growth, broader perspective, networking.

## EXAMPLE

A senior professional guiding a junior employee through career decisions and professional growth.

## WHEN TO CHOOSE MENTORING

- Seeking long-term guidance.
- Looking for a role model or someone to provide broad, holistic advice.
- Desire for personal growth that extends beyond specific skill sets.
- Interest in gaining insights from someone's extensive experience.
- Need for networking and broader industry insights.

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# COACHING

## DEFINITION

A form of development in which an experienced person, called a coach, supports a learner in achieving a specific personal or professional goal.

## PURPOSE

Targets specific skills and goals, often with a short-term or immediate objective.

## INTENSITY

A high-intensity interaction, where the coach and coachee meet for a couple of hours each month (sometimes more frequently).

## APPROACH

Structured and goal-oriented, with specific outcomes in mind.

## OUTCOME

Immediate improvement in specific areas, achievement of particular goals.

## EXAMPLE

A leadership coach helping a founder improve communication skills.

## WHEN TO CHOOSE COACHING

- Focused on developing a specific skill set or addressing a particular issue.
- Seeking structured guidance with clear, measurable goals.
- Needing immediate feedback and improvement in a certain area.
- Requiring help for a defined period to overcome a specific challenge.

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