



MENTORING WITH THE GREATER GOOD

Whether formal or informal, having a mentor is an essential component of becoming a successful entrepreneur. As your career has progressed, you have likely benefited from the guidance of more experienced professionals. All too often, however, low- and moderate-income entrepreneurs are unable to access this guidance.

As part of the Greater Good Academy, we are convening a network of civic-minded entrepreneurs and business leaders to support Academy students as they move through the eight-week training and education program, and for several months after they graduate.

WHAT A MENTOR DOES

Greater Good Mentors will provide aspiring entrepreneurs with structured, one-on-one support on how to become a financially profitable, environmentally and socially responsible business. As a mentor, you will be expected to commit 3-4 hours per month to the following:

- Help participants incorporate TBL strategies into their organizational DNA.
- Assist companies in addressing challenges in scaling products or services.
- Help clarify business goals and strategies.
- Model behavior for aspiring entrepreneurs.
- Help entrepreneurs prepare to present at a future Greater Good Showcase.

Unlike a coach, your advice as a mentor is NOT prescriptive, and does not have specific performance objectives. The Greater Good staff will match participant needs with the skills of mentors, in the fourth week of the program (mid-May 2010). As a mentor, you will have an opportunity to review participant applications and identify two companies you're interested in working with during the first half of the program. Rather than assign particular mentors to specific students, each participant will have access to a 'library' of mentors.

Are you a good fit to be a Greater Good Mentor?

The ideal Greater Good mentor will have the following qualities:

- History of successful entrepreneurship or leadership within a mature business that has incorporated sustainable business practices.
- An open and friendly temperament to develop close relationship with the mentee.
- Ability to guide a process of self-discovery for mentees
- Some teaching experience
- Maintains confidentiality

Benefits of Mentoring

- Play a key role in improving the quality of life in Denver's underserved communities by helping entrepreneurs reach their potential as business leaders.
- Gain insights into the needs of early stage, community based businesses
- Become part of a network of civic-minded businesses in Denver
- Boost your reputation as a subject matter expert
- Learn about TBL, social entrepreneurship and sustainability practices
- Enhance your leadership and coaching skills

BACKGROUND AND CRITERIA OF MENTORS

To develop its library of mentors for the Academy, The Greater Good is leveraging its extensive network of leading entrepreneurs and businesspeople from institutions such as the Rockies Venture Club, CORE, the Mile Business Alliance, Entrepreneurs Foundation, the Angel Capital Summit, Business in Ethics, and various Chambers of Commerce. Our Mentors will include experts in the fields of business, social entrepreneurship, law, engineering, organizational development, human resource management, finance, investment, marketing, advertising, hospitality, product design, operations and other professions as needed.

We'll be holding a conference call the week of March 29 for businesspeople interested in being a mentor, in which we'll discuss the goals of the Academy, the entrepreneurs in the program and what to expect as a mentor.

INTERESTED IN BECOMING A MENTOR? CONTACT US:

Richard Eidlin, The Progress Group ~ 303-478-0131 ~ Richard@proggroup.com

Mentor Information Form

Name:

Address:

Tel #:

Email:

Company/Organization & Title:

Type of business(es) you're involved with:

List specific skills you can offer:

Hours per month and time(s) of day that work best for you to Mentor:

What is your preferred contact method?

Do you have any previous experience working with low- and moderate-income businesspeople?

Do you speak Spanish? If yes, at what level of proficiency?

Why are you interested in the Greater Good Academy?

**Please e-mail completed form along with a jpg photo to:
Mentors@proggroup.com**

For more information, please contact; Richard Eidlin ~ 303-478-0131