

The Mentor Service from Wexford Local Enterprise Office



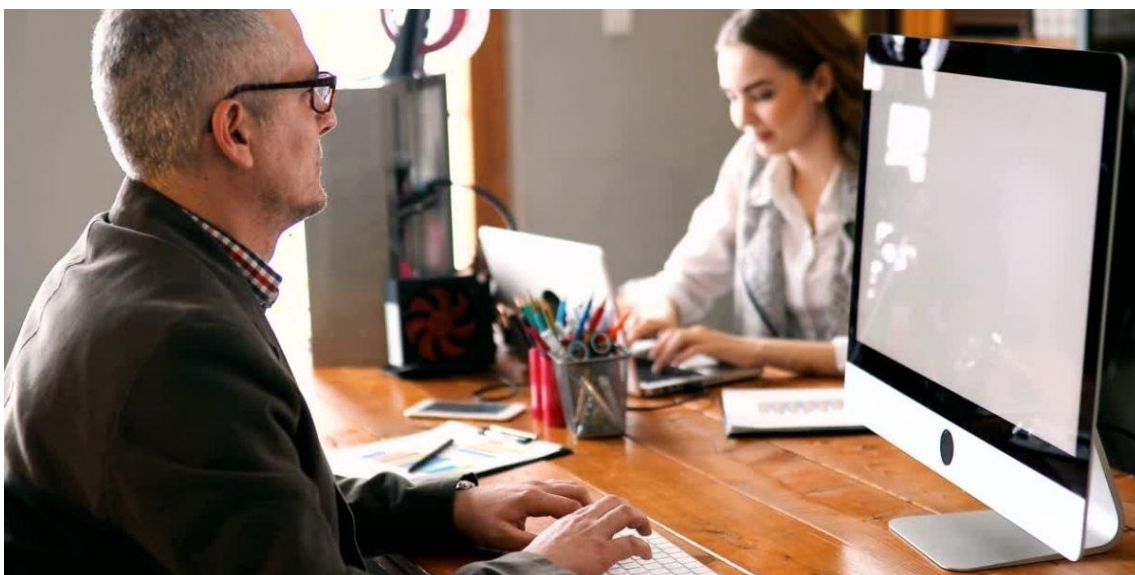
I have been a business mentor for marketing since 2008 but my first experience of mentoring was with the legendary Blaise Brosnan, many years ago, and it was an eye-opener.

I had booked mentoring sessions with him through Wexford Local Enterprise Office because I wanted direction in my business.

Even now, I still remember the acute burning mortification I felt when I realised that I had done no preparation for our meeting and didn't even know what to ask Blaise.

I guess I had thought that he would do all the work. This is a wrong-headed idea. Mentoring is about getting advice and guidance that teaches us to work things out for ourselves. This is far more effective and sustainable than any ready-made solution.

What Blaise did do was to make me see my business from a different perspective.



He also encouraged me to ask some hard questions of myself about what the business was delivering to me and what I wanted out of it. Although it sounds simple, this was the jolt I needed at the time to make me decide on the direction myself.

I had the privilege of working with some other mentors through the years – Helen Cousins, Jim Doyle, Geraldine Doyle and Fergal O’Byrne to name a few.

Each of them had their own unique style and each was incredibly valuable to me.

As a marketing mentor myself, my aim is to guide business owners in:

- Setting their marketing goals and objectives
- Effectively diagnosing the issues that may prevent them reaching those goals
- Identifying how the business can be positioned to the target market to appeal
- Finding ways to reach, engage and convert – generating sales and growing the business

Mentoring with Wexford Local Enterprise Office

Wexford Local Enterprise Office has a fantastic mentoring scheme that offers sessions with experienced experts in a range of business skills at seriously subsidised rates.

The first step in arranging mentoring for your business is to fill in the application form on their website - <https://leowexford.submit.com/show/17>.

The helpful team at Wexford Local Enterprise Office will advise you regarding the best choice of mentor and payment details.

Main Benefits of Mentoring



1. Being able see your business from a different perspective
2. Learning from the insights of a very experienced business expert
3. Sessions are tailored to your individual business and progress towards reaching a goal or solving and issue is made over up to 5 meetings

Tips for Mentoring

1. Prepare – think about what you want to gain from the sessions. Have an overview of your business ready with your goals and / or issues thought out. It doesn't need to be formal – your own words are best.
2. Engage with the mentor – a good level of interaction is important during the session and can result in stronger solutions
3. Implement – as you are going through the sessions, think about how you will put the solutions you are deciding on into place. What action will you take as a result of each session? These actions are what will change your business for the better.

For more information on LEO Wexford Mentoring Services please follow the link:

<https://www.localenterprise.ie/Wexford/Training-Events/Mentoring/>