



The Business Experts Bureau Great Business Idea - Tuesday 8 March 2011

There's been an increase in the number of organisations, collections of businesses that get together for networking.

The more businesses work together the more effective they become. A lot of what I do is effectively mentoring people within their business as another way to help a business be more effective.

In choosing a business mentor you need to consider the following three criteria.

The mentor has to be someone you feel comfortable dealing with. You need to respect their knowledge and their approach in business, because it's a relationship. It's just like a partner in business. You don't want to go into that relationship if you don't feel that sense of trust. So number one is that connection or relationship with your mentor.

Number two is knowledge. They've got to have the business experience or some sort of technical experience which is relevant to your industry or relevant to where you're currently at in your business.

The third component falls back on both parties. Both parties have got to be active in the mentoring. It's not a passive thing. The clients I work best with are where I know their business inside out. In fact, I probably know some things about their business better than they do. It means that you are both constantly thinking about opportunities and when things come up, you're both ready to tackle them and to throw in different ideas and strategies forward.

When choosing your mentor you need to consider their time commitment. You have to accept the fact that some people are incredibly busy, and as I say to do it justice you really have to commit a fair amount of time. That doesn't mean to say that each meeting has to go for days, but it's taking the time to understand and sufficiently evaluate each situation.

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