



# What Is a Business Mentor?

Claire Simsek • Professional Excellence Guide Series

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A Business Mentor is an experienced practitioner who provides guidance, challenge, and practical insight to help you grow your business and strengthen your leadership. Unlike coaching, mentoring includes advice, expertise, and lived experience — but still supports your independent thinking.

## What Good Business Mentoring Looks Like

- Relevant Experience — sector knowledge, leadership experience, or business growth expertise.
- Balanced Challenge & Support — stretching your thinking while offering practical direction.
- Strategic Insight — helping you see patterns, risks, and opportunities.
- Ethical Boundaries — avoiding dependency or imposing personal agendas.
- Structured Approach — clear goals, milestones, and accountability.
- Reflective Partnership — encouraging learning, not just action.

## How to Recognise a Good Business Mentor

- They have real-world experience relevant to your challenges.
- They ask strong questions before offering advice.
- They help you think strategically, not just operationally.
- They translate complexity into practical steps.
- They maintain boundaries and professionalism.
- They are credible, reflective, and committed to your growth.

## ☆ How to Measure Mentoring Impact & ROI

Impact measurement should be agreed with your mentor at the start of the contracting and goal-setting process. Mentoring ROI is both developmental and commercial.

## Recommended Areas to Measure

<p><b>Business Outcomes</b> Revenue growth, client retention, operational improvements.</p>	<p><b>Strategic Progress</b> Clarity of direction, improved planning, better prioritisation.</p>
<p><b>Leadership Capability</b> Confidence, decision-making, ability to lead people.</p>	<p><b>Operational Efficiency</b> Reduced errors, smoother processes, improved delivery.</p>

## Recommended ROI Indicators

<p><b>Financial Metrics</b> Revenue, margin, cost savings.</p>	<p><b>Operational Metrics</b> Turnaround times, client satisfaction, workflow improvements.</p>
<p><b>Capability Development</b> Confidence, strategic thinking, leadership maturity.</p>	<p><b>Milestone Achievement</b> Progress against growth plans or transformation goals.</p>

**Recommendation:** Select a blend of business and leadership measures with your mentor at the start. Review these regularly to track progress and demonstrate return on investment.