

Case Study

Specify Objectives



To develop a strategy, we start by looking at high-level **aims**. You need to identify what the **needs** of your organisation are - what are its goals? Where are its pain points? What problems does it need to solve?

Then, you need to show how mentoring can add **strategic value**. This will help you decide on the **focus** of mentoring – who you should **target** as mentors and mentorees and what the broad **purpose** of mentoring is.

From this you can determine **objectives**, the specific **outcomes** you want to achieve and how you will **measure** results.

Starting at the aims level, this example is a large Australian organisation.

The **need** is that it has to comply with ASIC's new equity reporting requirements that came into effect in 2012. This means showing results, not just listing plans and programs for equity and diversity

Looking at the results of diversity strategies in other organisations reveals that action on diversity brings the potential to avoid skills shortages, become an employer of choice and lower recruitment costs. All of which are **strategically valuable** to the organization.

Further research into diversity reveals an interesting vital statistic: organisations who have more women at the most senior levels outperform those who don't by 30-40%!

So **targeting** high potential women for the **purpose** of leadership development is a no-brainer.

Outcomes: Mentoring becomes part of a strategy to get more women in the leadership pipeline, help women transition to senior roles, retain talent and attract more females to apply for positions.

Measuring current numbers and a comparing them to figures after the program will indicate results.