



# SEED

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FOUNDATION FOR SMALL ENTERPRISE  
ECONOMIC DEVELOPMENT

## **Introducing the entrepreneurial mentoring program especially its selection criterias**

*Ifempower 2nd Multiplier Event - 5th February 2020, Porto*

# Introducing the SEED Foundation

## *Mission and target groups*

*For special groups of SMEs,*

- ▶ *Create opportunities*
- ▶ *Improve competitiveness*

*through promotion and development of*

- ▶ *ethical,*
- ▶ *Conscious and*
- ▶ *Effective entrepreneurial behavior.*

**Targeting specialized entrepreneurial groups:**

- their development cannot be effectively solved by the market, *however*
- they have unexploited economic potential, *or*
- their development is the interest of the national economy

**Primary target groups:**

Female entrepreneurs

Generation changing family businesses

SMEs facing the challenges of digitalization

# Personal Entrepreneurial Mentoring

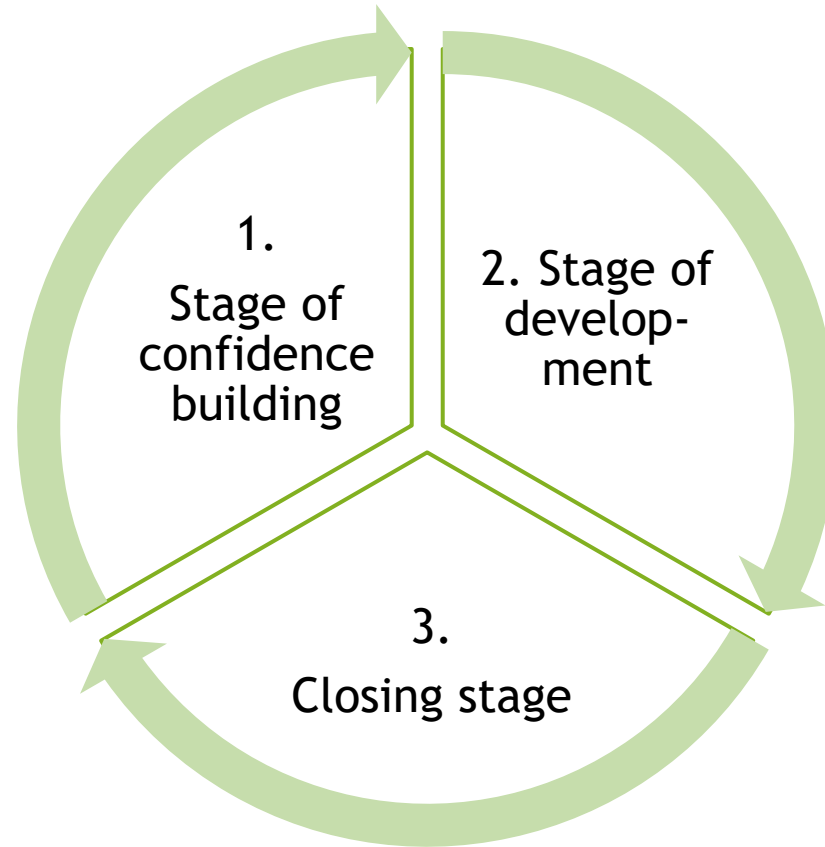
## It means:



- ✓ Supporting teaching process
- ✓ Between two persons
- ✓ mentor - as an experienced entrepreneur
- ✓ mentee - who uses the mentor's experience
- ✓ The aim is to enter to a stable and growth path

# The stages of the mentoring process

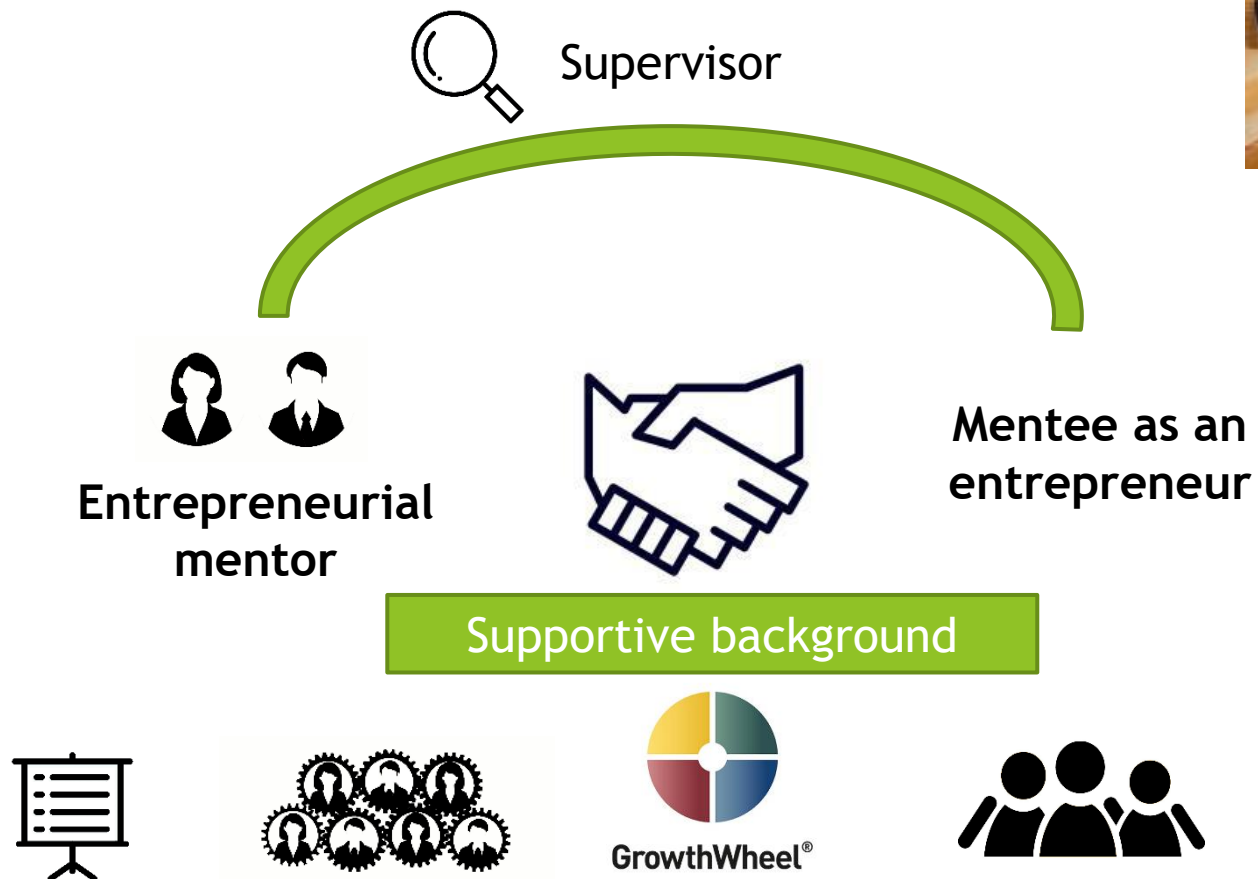
- ✓ 2-3 occasions
- ✓ Creating the personal development plan
- ✓ Face-to-face meetings



- ✓ Continuous management of results
- ✓ Defining challenges, dilemmas
- ✓ Feedback of the mentor
- ✓ Face-to-face and other forms of communication

- ✓ Closure, inspection, evaluation
- ✓ Face-to-face communication

# Actors of the process

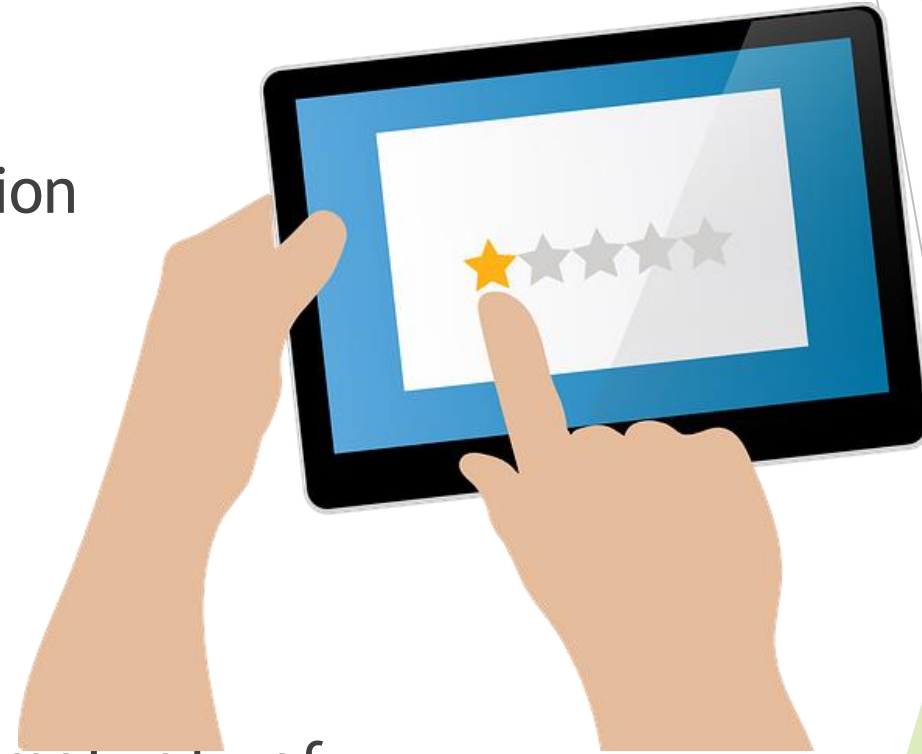


Special advisors



# Assessment criteria of applicants

- ▶ Developmental need and motivation
- ▶ Presented vision
- ▶ Commitment to the program
- ▶ Entrepreneurial attitude and the maturity of the business



# Selection experiences - MENTOR

- ▶ Stable, entrepreneurial experience,
- ▶ Strong market experience,
- ▶ Strong network,
- ▶ Lack of an own mentor,
- ▶ „to give back what I got”,
- ▶ Transfer of experience gained,
- ▶ New entrepreneurial relationships,
- ▶ Having a moral recognition,
- ▶ Corporate Social Responsibility

Commitment, openness, humility

**BEING A MENTOR IS MORE THAN AN  
ATTITUDE NOT A PROFESSION.**

- *Authentic communication*
- *Oppeness and acceptance*
- *Inclusive, dinamic personality*
- *High-level, constructive  
problem-solving skills*
- *Organizational and analitical  
skills*
- *Cooperative skills*
- *Ability to influence positively*
- *Empathic skills*

# Selection experiences – Mentees

## Youth entrepreneurs

- ▶ What do they want to improve on?
  - ▶ Revenue growth
  - ▶ Customer numbers' increase
  - ▶ Turnover growth
- ▶ What do they expect help from?
  - ▶ Strategic planning
  - ▶ Business process optimization
  - ▶ Entrepreneurship role (how to act as an entrepreneur)

- ▶ Competencies based on self-declaration:
  - ▶ Risk taking - 4
  - ▶ Decision ability- 4
  - ▶ Organizational skills - 4
  - ▶ Interpersonal skills-  $\frac{3}{4}$
  - ▶ Communication, assertiveness - 4
  - ▶ Creativity, rich in ideas -  $\frac{4}{5}$
  - ▶ Problem assessment and solving skills - 4



# Selection experiences – Mentees

## Female entrepreneurs

- ▶ What do they want to improve on?
  - ▶ Revenue growth
  - ▶ Customer numbers' increase
  - ▶ Turnover growth
- ▶ What do they expect help from?
  - ▶ Strategic planning
  - ▶ Business process optimization
  - ▶ Marketing

- ▶ Competencies based on self-declaration:
  - ▶ Risk taking - 3/4
  - ▶ Decision ability- 4
  - ▶ Organizational skills - 4
  - ▶ Interpersonal skills- 4
  - ▶ Communication, assertiveness - 4
  - ▶ Creativity, rich in ideas - 4/5
  - ▶ Problem assessment and solving skills- 4
  - ▶ Undertaking entrepreneurial existence- 4/5
  - ▶ independence- 5,

# Selection experiences – Mentees

## Generation changing family businesses

### ▶ What they expect help from?

- ▶ Strategic planning
- ▶ Legal issues
- ▶ Personal leadership support
- ▶ Coaching
- ▶ Change management
- ▶ Knowledge sharing

### ▶ What competencies would they develop (transferor)?

- ▶ Problem solving
- ▶ Communication
- ▶ Setting goals
- ▶ Future planning
- ▶ Accepting uncertainty

### ▶ Process of takeover

- ▶ The process is less well-known
- ▶ The transferee is typically known
- ▶ Both cases: inside and outside the family
- ▶ The conditions for the involvement of external persons are not elaborated
- ▶ In some cases are elaborated plan and fixed milestones
- ▶ The transferee is involved only in some cases

# Basics of a successful mentoring process

Building trust

Establishing common rules

Establishing the form and regularity of contacts

Preparing minutes and defining the follow-up

Understanding attention and asking questions

Keeping relationship according to the mentee's requirements

Keeping in mind tendentiousness and efficiency for effective mentoring meetings



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## Contact

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