

2021

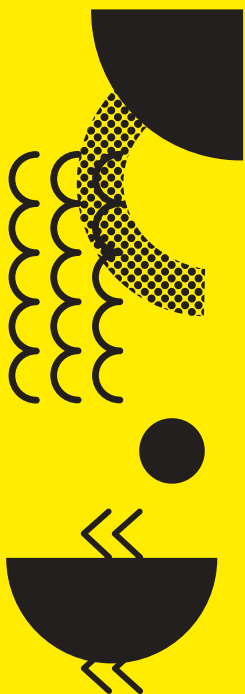
BUSINESS MODEL
OUTLINE

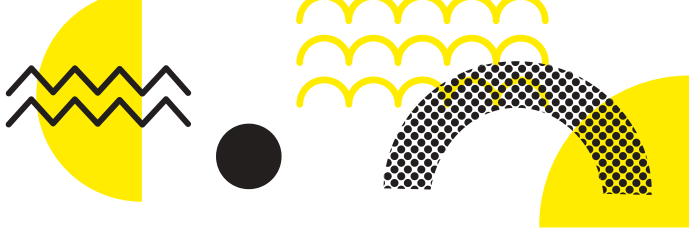


REVERSE

MENTORSHIP

PROGRAM





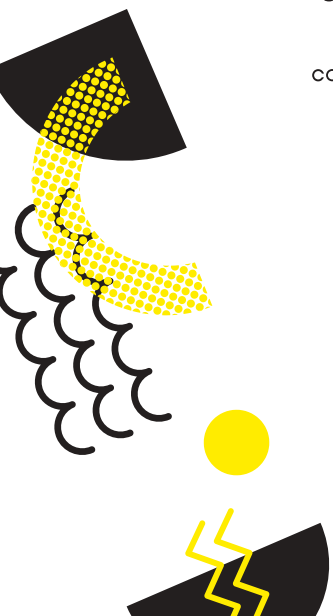
REVERSE MENTORSHIP PROGRAM

A Reverse Mentorship Program, when done well, can unlock a significant amount of value. Your members are likely leaders in their business or profession, but there's a generation rising that's impacting our present market economics and a new tide in culture is making its way to shore. It's one thing to impart our knowledge and experience to the up-and-comers, but that shouldn't negate the notion they too have ideas, cultural insights and skills to offer.

Essentially, a Reverse Mentorship Program creates an opportunity for the younger or less experienced person to mentor an older, more experienced person. The idea here is that the older generation has presumptions about values and culture (often a static perception) in their industry or profession. But these tend to change over time, and being in tune with these changes is nearly impossible unless you're in regular dialogue with that generation.

But don't take our word for it. Check out this 2019 article in the Harvard Business Review: <https://hbr.org/2019/10/why-reverse-mentoring-works-and-how-to-do-it-right>

Similar to a traditional mentorship program, you can run these in pairs, matched based on selected criteria. However, we understand the hesitation at the administrative commitment such programs demand. As such, we'd like to offer a simplified framework, more casual in its approach, but no less effective.





THE FORMAT

Monetizing a mentorship program is somewhat challenging. If we introduce too many sponsors, the authenticity of the program is jeopardized. In addition, with today's restrictions on gathering, the use of virtual being the primary method of connecting, sponsors will want to participate directly, making it a delicate balance of authentic connection versus commercial activity.

As such, we'd like to propose something closer to the dating app model over a traditional mentorship program. Given your organization's key resource is a network of members, this model will leverage that strength. From a monetization standpoint, we suggest taking an indirect approach to earning revenues.

HOW IT WORKS

Indicate to participants that this program is either ongoing or for a limited time (to pilot the project). Participants will be matched with three different mentors/mentees over a three month period (for example).

If a mentor/mentee hit it off, they are welcome to continue meeting further on their own. Either way, each person will be introduced to a new person every month for three months.


Create conversation guides and instructions that participants can use to prepare in advance. Conversation guides are used only to get the conversation started.

Participants are more than welcome to talk about whatever they want, of course.

Your organization can create a very simple registration process, ideally online through your existing website. Interested participants can register and identify themselves as a member or non-member (you decide if there's a fee involved).

They can also identify themselves as a mentor or mentee. You will have to outline what constitutes each profile - for example, a mentor could be someone with between one and five years of professional experience and 21 years of age or older. A mentee could be someone with more than five years professional experience.

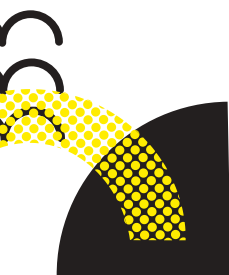
Participants meet on their own, using whatever platform they want - Zoom, FaceTime, or good old fashioned cell phone. (Can't believe cell phones are "old fashioned" now!)





MONETIZING THE PROGRAM

Okay, this is not going to be as straight-forward as plastering sponsor logos on everything.



Remember, our objective is to deliver a value-added, fun, authentic engagement between people. Excessive advertising and sponsor recognition will feel more like pollution than genuine support.

There's a few areas where we can safely insert corporate sponsor recognition:

1. The webpage for registration and invitations that go out to prospective participants could include a "Brought to you by..." or "Powered by..." etc. Of course, we'd love to get more creative than that, so think about who your sponsor(s) is (are), and build a campaign that speaks to their brand(s).
2. The PDF participants download with instructions and conversation outlines could also include some light, fun and engaging branding. It could be formal or cheeky, depending on the sponsor's brand.
3. Sponsors could also pre-record the conversation starters, offering a few words and then a video recording of the topics for conversation that participants watch prior to their session.

Now, for additional monetization, we have to play the long game and think multi-dimensional. For example, perhaps the sponsor offers a prize for a contest each month. For example, every pair of mentor/mentee has an opportunity to solve a riddle outlined in their PDF instructions.

Or, perhaps there's a larger "Mentor/Mentee Summit" at the conclusion of the program where all participants come together for an online event or social. A sponsor of the program could receive all kinds of recognition, make a speech and engage with participants through various activations.

Also, consider this program as one asset in your portfolio of non-dues initiatives. The participants represent members and is also a great way to engage non-members. Consider offering new membership opportunities and further engagement by marketing your upcoming events or other initiatives (publications, affinity programs, other events, etc.).

If we get creative, we can find all sorts of monetization opportunities and value-added sponsorship activations. For more ideas around this, reach out to us and let's brainstorm!

