



WOMEN ON *TRACK*¹: PEIBWA'S WOMEN IN BUSINESS MENTORING PROJECT

INFO SHEET

PEI Business Women's Association (PEIBWA) is a not-for-profit organization that empowers and inspires PEI women in business, both entrepreneurs and business professionals. PEIBWA addresses members' needs and wants by supporting, inspiring, and helping its members succeed. PEIBWA has a number of programs in place that serve women entrepreneurs and business professionals across the Island.

Women entrepreneurs and business professionals benefit significantly from mentoring, whether they are starting a business or wish their business to grow. Several formal and informal mentoring activities are in place across the Island. Unfortunately, no good evidence is available to suggest what a formal mentoring program should look like that will meet the needs of Island women. PEI women's experiences as mentors or mentees remain anecdotal. For example, we know that women entrepreneurs living in rural areas face different challenges from those in urban settings, but how a mentoring program should address these challenges is not clear. Similarly, women of different ages and ethnicities, as well as newcomers, may have particular wants and needs concerning mentoring.

PEIBWA received Status of Women Canada funding for a multi-year pilot project to develop and implement a formal mentoring program for PEI women entrepreneurs and business professionals. We are looking for women in eastern and western rural PEI, as well as Summerside and Charlottetown, to be involved as mentees. Similarly, we are looking for experienced men or women entrepreneurs and business professionals to be mentors during this pilot project. Please see the reverse side of this page for an overview of project activities.

This is what PEIBWA will do over the course of the project:

- Partner with organizations and individuals currently involved in mentoring (formal or informal).
- Involve those who are interested in working collaboratively with PEIBWA on this project.
- Identify best practices by listening to women's stories about experiences with mentoring as well as what women would like to see in a formal mentoring program.
- Evaluate the published research on business mentoring best practices.
- Select model(s) and develop the tools and resources required (e.g., mentor and mentee training).
- Conduct four 3-month pilots: eastern rural PEI, western rural PEI, Summerside, and Charlottetown.
- Evaluate the pilots to learn from participants' and community partners' experiences.
- Finalize the mentoring model(s).

For further information, or to express interest in working collaboratively with PEIBWA on this exciting project, please contact:

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¹ *TRACK*: Transformed, Renewed, Activated, Connected, Knowledgeable

WOMEN ON TRACK: PEIBWA'S WOMEN IN BUSINESS MENTORING PROGRAM (TRACK: Transformed, Renewed, Activated, Connected, Knowledgeable)

THE QUESTION

WHAT MENTORING MODELS WORK BEST FOR PEI WOMEN IN BUSINESS?

THE OBJECTIVE

PILOT-TEST MODELS FOR BUSINESS MENTORING
OF PEI WOMEN ENTREPRENEURS AND BUSINESS PROFESSIONALS

2015

TIMELINE	PHASE	ACTIVITIES
JAN	PLANNING PHASE	1 ST REPORT TO SWC* SWC <i>GENDER-BASED ANALYSIS PLUS TRAINING</i>
FEB–AUG	NEEDS ASSESSMENT PHASE	G+ MAGAZINE <i>INSPIRE</i> INSERT PRE-PILOT SURVEY COMMUNITY & PARTNER CONSULTATIONS EVIDENCE BASE ESTABLISHED CHERIE BLAIR FDTN FOR WOMEN - TRAINING FOR <i>MENTORING WOMEN IN BUSINESS PGM</i>
SEPT–DEC	PILOT PROGRAM PREPARATION PHASE	2 ND REPORT TO SWC G+ MAGAZINE <i>SUPPORT</i> INSERT WEB PORTAL LAUNCHED PROGRAM MODELS SELECTED PILOT 1 MENTORS/MENTEES IDENTIFIED MENTOR/MENTEE TRAINING TESTED

2016

TIMELINE	PHASE	ACTIVITIES
JAN–MAR	PILOT 1 – CHARLOTTETOWN	TRAINING & PROGRAM 1 PILOT G+ MAGAZINE <i>SUCCEED</i> INSERT
APR–JUN	PILOT 2 – SUMMERSIDE	TRAINING & PROGRAM 2 PILOT
JUL–SEPT	PILOT 3 – WESTERN RURAL	TRAINING & PROGRAM 3 PILOT 3 RD REPORT TO SWC G+ MAGAZINE WRAP-UP INSERT
OCT–DEC	PILOT 4 – EASTERN RURAL	TRAINING & PROGRAM 4 PILOT

2017

TIMELINE	PHASE	ACTIVITIES
JAN–MAY	FINAL REPORTS	COMMUNITY CONSULTATIONS POST-PILOT SURVEY FINAL REPORT TO SWC

THE OUTCOME

AN EVIDENCE-BASED BUSINESS MENTORING PROGRAM
FOR PEI WOMEN ENTREPRENEURS AND BUSINESS PROFESSIONALS

*SWC: Status of Women Canada