

MENTORING NEW ENTREPRENEURS WORKSHOP



STADA





**Welcome to our Mentoring New
Entrepreneurs Workshop! Harness
your Years of Business Experience
to Mentor New Entrepreneurs.**



PROGRAM OBJECTIVES

- Use consultative coaching skills to mentor entrepreneurs in their business skills.
- Devise a specific entrepreneur's business skill development plan.
- Gain an overview of the entrepreneurial road map to grow and expand one's business.



Why Mentoring is important for new entrepreneurs

Mentoring is crucial for new entrepreneurs. It provides guidance, support, and feedback while fostering networking and skill development. It is especially important for underserved or unserved individuals to access valuable resources and increase their chances of success.



WHO SHOULD ATTEND

Retiring, Reemployed, and Retired Professionals, Executives, and Managers, as well as Entrepreneurs with hands-on experiences in business, private, public, and NGO sectors.



PROGRAM OUTLINE

01

Consultative Coaching Skills

Guiding and developing entrepreneurs' skill development.

02

B.E.S.T Coaching Process

Uncovering and developing desired business skills.

03

Overview of Entrepreneurial Skills

Exploring the essential skills for today's business.

04

Probing, Confirming, and Plugging Skill Gaps

Addressing and bridging entrepreneurial skill gaps.

05

Case Studies

Analyzing various entrepreneurs and their key modeling points.

06

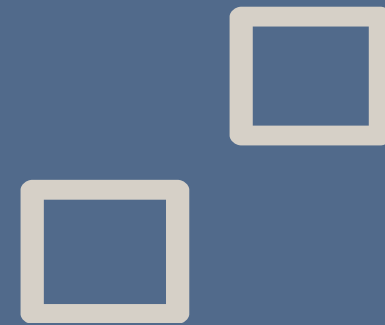
Forming Entrepreneurial Habits

Cultivating desired habits for business sustainability and continuity.



METHODOLOGY

This is a highly interactive and participative workshop. There are short interactive lectures, case analysis and discussions, coaching role-plays, question and answer sessions, observations and reflections, development of skills development implementation plans.



This Mentoring program is built and adapted based on the National Silver Academy's approved course learning concepts



MENTORING SUCCESS

Mentoring is a business relationship between two people with the goal of professional and personal development. The mentor is usually an experienced individual who shares knowledge, experience, and advice with a less experienced person – the mentee. Some mentors focus on helping their mentees develop their career paths or move up the ladder. Others develop their mentee as better individuals. There are a variety of mentoring situations, and approaches mentors use. This program will ensure the learners have everything they need to ensure they establish effective mentoring relationships.

Topic Coverage

- **Mentoring fundamentals**
- **Understanding your mentee**
- **Developing the mentoring contract**
- **Five mentoring techniques**
- **Overcoming barriers to successful mentoring**
- **The Mentor Tool Kit**
- **Design and Plan a Mentoring Program**

Learning Outcomes

- **Apply the skill of mentoring to enhance team performance**
- **Recognize mentoring boundaries and pitfalls**
- **Develop others through the mentoring cycle.**
- **Clarify qualities and roles of an effective mentor**
- **Explain the implications of the need for a mentor's role**
- **Apply essential mentoring skills**



SENIORPRENEURSHIP

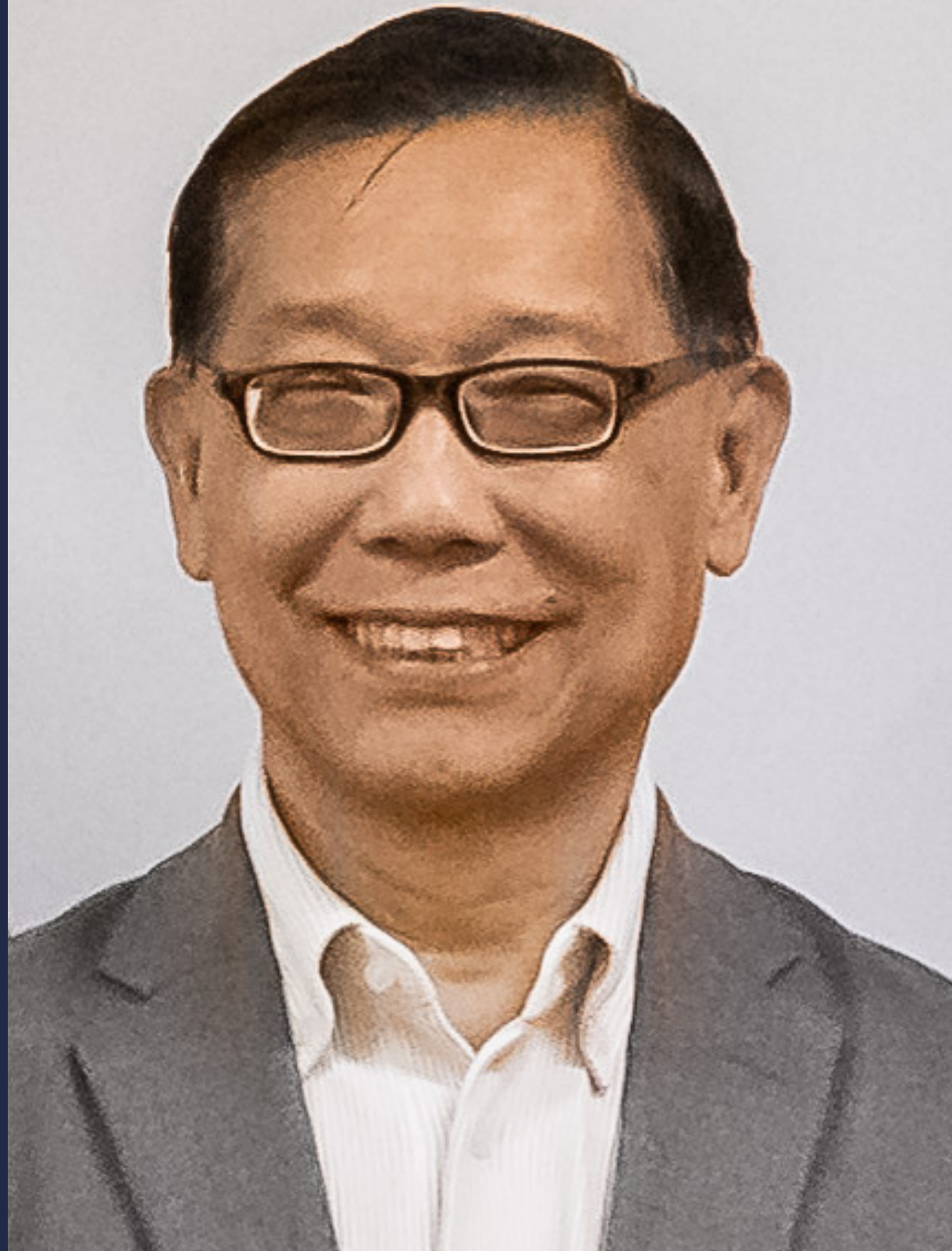
Discover the GEMS in self, and how to turn it into a business/service, and potential marketing strategy.

Topic Coverage

- Discover the GEMS in self
- The 3Cs' concept in business
- Products Matrix
- Marketing strategy

Learning Outcomes

- List out the talents, skills, interests, etc.
- Interpret the GEMS in view of the 3Cs' concept
- Compose a Products Matrix
- Identify the suitable marketing strategy for business/service



Charlie In has more than 40 years of business experience and spent the last 20 years providing investment and private banking advisory services in China. He has invested and listed many PRC companies outside China.

Charlie was advisor to AXA, BASF, Citibank, DBS, Hilton, IBM, Microsoft, Motorola, Siemens, Volvo. He was Chairman of several public-listed companies listed on the ASX and SGX. He was the Chairman of Direct Marketing Association of Singapore, advisor to Asia Pacific Management Institute and the People's Association of Singapore. He was an adjunct faculty member of Singapore Institute of Management for 20 years and 17 years at University of South Australia.

He has taught MBA classes at China's Jiao Tong, Renmin, Beijing and Tsinghua universities. Charlie won the 2010 Big Ben Golden Mulberry Award as the Most Respected Financial Writer for his "Family Financial Freedom" book published by Tsinghua University Press. His "The A to Z of Achieving Abundance for Financial Freedom" book hit the China top selling chart in 2017.

Charlie holds a marketing diploma from the UK Chartered Institute of Marketing, MBA from University of East Asia, Macau and post-graduate qualification from ADMA/Macquarie University of Australia.

MEET and **LEARN** from
DR. CHARLIE IN, a veteran entrepreneurship
mentor, investor and consultant

Date/Day:

6 & 7 July 2023, Thursday & Friday (9am to 5pm daily)

Venue:

SSTC Institute

Fee:

SGD450 (before funding)

SGD90 (after 80% NSA subsidy) for Singaporeans & PRs, 50 years old and above ONLY

SGD450 for 49 years old and below (no NSA subsidy)

*(*additional service fee applied when paying through STADA website)*

Skillsfuture Credit claimable for both fees.

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