

## 10 Ways Mentorship Can Impact A Business

If you're a small business owner or hope to become one, then you may have read the startling statistics about new business success. Twenty percent of new small businesses fail in their first year, with 50% failing after 5 years.

While there are plenty of ideas out there about what makes the difference between start-up success and failure, studies have shown that positive impacts are seen when a business owner focuses on one key strategy: mentorship.

In fact, 92% of small business owners agreed that mentors had a direct impact on the growth and survival of their business, according to [a report from global financial reporting firm Kabbage](#). But only 22% of small businesses had mentors when they started.

In honor of National Mentorship Month, we're sharing all the ways that mentorship can have a positive impact on a business.

## How Having a Mentor Can Help New Business Owners

### Increased Confidence

A boost in confidence is one of the biggest impacts having a mentor can have when you're starting or growing a business. It's easy to feel overwhelmed, lost or conflicted about the decisions you need to make when launching a new venture. But having an experienced business owner in your corner can make those decisions easier and help you feel more confident, helping you move forward with your plans more quickly.

### A New Perspective

Sometimes we're so close to our business plans that we struggle to see issues with our ideas or how to solve a problem that arises with our business. When you work with a mentor, that person can bring fresh eyes to the table, seeing your business from a new perspective and helping you do the same.

**Fewer Mistakes**

All new business owners make mistakes on the journey to entrepreneurship. But working with a mentor who has been in your shoes can help you skip over unnecessary mistakes that will slow down your plans or hurt your business.

**Understanding**

Entrepreneurship can be a lonely endeavor, especially for business owners who may not have friends or family members who are business owners. Having an experienced business owner who understands the unique challenges of entrepreneurship that you can turn to to ask questions and seek advice is a truly valuable resource. A mentor can offer key understanding and support that could help you stay the course even when things get tough in your business.

## How Mentorship Programs Can Help Established Businesses

**Better Hiring**

Including a system of mentorship within your company can also have important benefits, including being a boost to your hiring process. Many younger workers in particular are seeking companies that have a strong company culture, with opportunities for leadership and growth. A company mentorship program could be an important draw that can help you attract top talent.

**A Stronger Pipeline**

An active mentorship program can also allow businesses to proactively train their future pipeline of employees. Even if your business is just starting out, internship or apprenticeship programs are a great way to incorporate mentorship into your company model and begin to build a pipeline of possible hires.

**Loyalty and Leadership**

Many companies find that when they incorporate mentorship programs into their business model, it can help employees feel more valued and important. Giving employees the opportunity to serve as mentors, but also the opportunity to be mentored

by more experienced workers, creates a culture of loyalty that can result in less turnover.

### **More Sales**

Incorporating a mentorship program can also have financial benefits for a business. If employees are happier, more engaged and more motivated, that attitude permeates all areas of the business - including sales. If a mentorship program extends to the community - such as a company that mentors students to enter a specific field - this can help boost brand awareness and brand loyalty.

## **How Mentorship Can Benefit Mentors**

### **Reinvigorate A Business**

Even very experienced business owners need opportunities to look at business problems from a new perspective. For many mentors, helping a mentee solve a business challenge can help them see their own challenges in a new light, or give them fresh ideas to grow their business.

### **Leadership & Business Development**

If you want to be a leader in your company or in your community, mentorship is a fantastic way to gain key leadership skills. Acting as a mentor in your community can also help grow your professional network and build your company's standing in your area.

Want to learn more about the power of mentorship? Visit the [SCORE Blog](#) for even more articles and tips from experts.