



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Dr. Barton Goldsmith is an internationally recognized counselor, executive coach, author and speaker. He has written several articles on mentoring including, "Creating a Company Mentoring Program" and "Mentoring is Not Therapy." Barton's weekly column, "Emotional Fitness" runs in over 200 other newspapers, and he has appeared on *CNN*, *Good Morning America*, *Fox & Friends*, *CBS News*, *NBC News*, and more.

Dr. Susan Weinberger is a leading authority on the design, implementation and evaluation of quality mentoring programs. She is the founder and president of the Mentor Consulting Group and is the former Chair of the Public Policy Council of MENTOR/the National Mentoring Partnership. Susan is the author of several articles and publications on mentoring including *Mentoring a Movement: My Personal Journey*.

Dave Williams is the Corporate Director of Employee Training and Development at Hunter Douglas, North America's leading manufacturer and marketer of custom window fashions. Hunter Douglas was recently named as one of the "Best Places to Work in New Jersey." Dave was a key player in the development of a master's level corporate university curriculum for the organization.

Dr. Lois Zachary is the President of Leadership Development Services and is an internationally recognized expert in mentoring. Lois coaches organizations in designing, implementing and evaluating learner-centered mentoring programs. She is the author of *The Mentor's Guide*, and *Creating a Mentoring Culture: The Organization's Guide*, which provides a comprehensive resource for promoting organizational mentoring sustainability.

The Value of Mentorship

MONDAY JUNE 13TH, 2008

11AM PT (2 PM ET)

National Mentoring Month is marked each January, with an annual "Thank Your Mentor Day" at the end of the month.

Why is having a mentor as important in business as also serving as a mentor?

What resources are available to mentors and mentees, and how does Corporate America view or support the role of mentorship?

HIGHLIGHTS

According to a recent March 20th, 2008 **Business Week** article titled "Mentors Make A Business Better," writer Emily Keller noted that "successful mentorship can be in any number of forms: online or in-person, in both formal and informal settings, on a temporary or long-term basis, and between individuals or in groups. What is essential, experts say, is direction, dedication, and openness."

According to a 2003 **Office Solutions** article titled "Creating A Company Mentoring Program", one of our Insight on Coaching guests Barton Goldsmith adds "if you've experienced the professional and personal growth that comes from a great mentoring relationship, then you'll understand the value that comes from creating your own company mentoring program."

What resources are available to mentors and mentees across corporations, educational institutions, nonprofits, and other organizations?

And what is the role of a mentor versus a coach? Do the two share things in common?

Our panel of guests address these questions and more.

Highlights of the show include:

- Why mentoring is popular today, and the positive impact it has on retention.
- How companies can establish and cultivate a mentoring culture.
- The characteristics or qualities that a good mentor possesses.
- The successes Hunter Douglas has experienced as a result of their mentoring program.
- Key factors that can influence the overall success of a mentoring program.
- The difference between coaching and mentoring.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"MENTORING GOES STRAIGHT TO THE BOTTOM LINE IF YOU ARE A CORPORATE EXECUTIVE. THE PEOPLE WHO ARE HAPPY AT WORK PERFORM BETTER. IT'S THAT SIMPLE. IN ADDITION, WHEN YOU HAVE MENTORING YOU HAVE LESS DEPRESSION AND LESS ANXIETY IN THE WORKPLACE, WHICH IS COSTING CORPORATE AMERICA. THE LAST ESTIMATE WAS THAT DEPRESSION COST CORPORATE AMERICA OVER \$70 BILLION A YEAR."

DR. BARTON GOLDSMITH

"BOTH MENTORS AND MENTEES NEED TO HAVE CLEAR EXPECTATIONS OF THE PROGRAM AND ITS OUTCOMES. TRAINING IS AN IMPORTANT PART OF THIS. THE DIFFERENCE BETWEEN A MENTORING PROGRAM THAT FIZZLES AND ONE THAT LASTS ALSO HAS A LOT TO DO WITH SUPPORT. BOTH MENTORS AND MENTEES NEED TO BE SUPPORTED IN THE PROCESS, AND KNOW THAT WHAT THEY'RE DOING IS MAKING A DIFFERENCE."

DR. SUSAN WEINBERGER

"WHEN WE LOOK FOR MENTORS, WE LOOK FOR A SERIES OF THINGS. WE'RE LOOKING FOR PEOPLE WHO HAVE A GOOD UNDERSTANDING OF THE COMPANY IN TERMS OF OUR GOALS, VALUES AND STRUCTURE. HOWEVER ONE OF THE MAIN THINGS WE LOOK FOR IS HAVING A POSITIVE ATTITUDE ABOUT THE COMPANY. OUR MENTORS ARE BEHIND THE COMPANY. THEY'RE BEHIND THE ORGANIZATION. THEY'RE BEHIND THE WHOLE MENTOR/MENTEE RELATIONSHIP, AND STRESS THE IMPORTANCE OF IT."

DAVE WILLIAMS

"MENTORING HAS REALLY BECOME A LEADERSHIP COMPETENCY IN ORGANIZATIONS. CERTAINLY IN AN AGE WHERE TRUST IS IMPORTANT WITHIN AN ORGANIZATION, MENTORING IS A WAY TO BUILD TRUST BECAUSE IT PAYS ATTENTION TO RELATIONSHIPS. ORGANIZATIONS TODAY CANNOT SUCCEED WITHOUT BUILDING AND MAINTAINING RELATIONSHIPS AND ONGOING LEARNING."

DR. LOIS ZACHARY

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