



EMCC International
Standards for Mentoring
and Coaching Programmes



Cherie Blair
FOUNDATION
FOR WOMEN

Become a mentee

Find a mentor and take your business to the next level

The Cherie Blair Foundation for Women's gold-accredited Mentoring Women in Business programme matches women entrepreneurs in low and middle income countries with experienced, dedicated professional mentors anywhere in the world. For a year, your mentor will help you achieve your business goals, building your wealth, stability and security.

You could find yourself being mentored by a knowledgeable, friendly professional of any gender and from any industry—from a director of a major corporation like PayPal or Salesforce, to a fellow successful woman entrepreneur. Their support will help improve your business performance and skills, boost your confidence and take your business to the next level. Combining your strengths and talents you will make inimitable strides together. Through collaborating with a mentor, we also see women entrepreneurs regularly create jobs and opportunities in their communities, and become pioneering leaders, change-makers and role models.

Mentees say they love working with a mentor through our programme because they:

- Increase their business profits or improve their communication skills
- Determine their own goals and work towards these with support
- Improve their self confidence
- Gain skills in business planning and strategy
- Grow their professional networks
- Enhance their businesses, going on to be better off and to achieve their dreams

“The programme has been enriching & empowering as a novice women entrepreneur. Thank you to my mentor, mentoring team & The Foundation for the opportunity.”

Dr Tatyana Dias, founder of A Bite Better, India.

Of our mentees graduating in 2024, 95% were satisfied with the programme, 96% were able to apply what they learned to their business and 84% were able to increase their access to new networks.

Applications to become a mentee from May 2025 to May 2026 are open on 3 March! Read this brochure to find out more, and apply by 11 April 2025.



How it works

the process and the platform

The one-on-one mentoring relationship is at the heart of this programme, and these relationships are carried out entirely through our bespoke online mentoring platform.

Our recently redeveloped platform has been designed specifically to enable the pairs to forge bonds across borders, brainstorm solutions to challenges, collaborate on projects, and celebrate achievements.

It enables the pair to:

- Conduct video calls and share direct messages
- Track goals and manage tasks efficiently
- Upload and review files and documents
- Monitor and analyse their progress
- Easily track their individual learning
- Stay in touch with the Cherie Blair Foundation for Women support team

The awesome guidance that I have received which has helped me to scale up my business.

Rituparna De, Founder of VibrantHues, India

You'll also get priority access to a suite of resources, regular webinars offering business advice on various topics led by experts from our network, and our thriving private LinkedIn group. This is a place to network and connect with a global community of pioneering, ambitious entrepreneurs and professionals.

To ensure our pairs get the most out of their time together, the relationship is broken down into four key phases:

- Phase 1: Get to know each other
- Phase 2: Set the direction and goals
- Phase 3: Work through the action plan and objectives
- Phase 4: Reflection, conclusion and graduation.

We know that everyone works differently, so in their pairs, the mentors and mentees decide precisely when to meet and for how long. We only specify that participants meet for at least **two hours per month using our bespoke mentoring platform.**

Our team will guide you every step of the way, offering dedicated support to ensure that pairs get the most out of your relationships and the online platform.

We'll monitor progress and check in with you to see how each mentoring pair is doing.

Additional support includes assisting pairs with logistics like connecting and finding times to meet, guidance on what meetings could consist of, outlining expectations at various points and helping to set ground rules. Our programme is ideal if you've never been a mentor before.

Finally, mentors and mentees graduate, gaining a certificate and attending a virtual ceremony with a speech from Cherie Blair CBE KC.



How to join

If you meet these criteria, you're welcome to apply to our May 2025 to May 2026 programme!

Mentees must be...

- A woman from and living in a low or middle income country
- Running their own business (meaning at least 51% ownership or decision-making authority) or due to launch within 3 months
- Proficient in written and spoken English
- Able to commit for 12 months
- Able to access the internet and meet with their mentor online
- Willing to work with a mentor to build their business and personal development skills
- Nominated by one of our local mentee referral partners where possible

Mentees are expected to...

- Meet online with their mentor for 2 hours minimum per month, for a year
- Be proactive in driving the mentoring relationship and setting its direction
- Participate in around 1.5 hours of training
- Complete interim and endline surveys
- Develop and submit goals to be worked on with their mentor
- Adhere to our Mentoring Women in Business programme code of conduct

Please download and read our participation guidelines, code of conduct, complaints procedure and privacy notice before applying.

The application is online and takes 20 minutes. We'll get back to you within seven working days. If you're accepted, you'll be invited to a welcome webinar sharing important information about the upcoming year.

Then, you'll have some online training. This ensures you can start the programme with the knowledge and tools needed for a productive mentoring relationship. It takes around 1.5 hours and can be completed in multiple sittings. After the training, our support team will have a short phone call with you so we can make sure you understand all elements of the programme.

I was happy with the support, feedback and handholding by mentor, I had a lot to learn from them.

Dhivya David, Founder of DeLights, India

A few weeks later, you'll be carefully matched with a mentor. Our platform uses information provided in applications to find you the perfect mentor who aligns with you on topics and skills as well as practical elements like time zone. Once matched, you'll be introduced to your mentor, and your life-changing year-long journey together begins!



What you need to do

If accepted, your mentoring journey will take place from 19 May 2025 until graduation in May 2026. Here's what to expect and what you'll need to do at each stage...

- 3 Mar to 11 Apr 2025** - Applications are open. Make sure you submit yours in time. All mentees and mentors need to complete training.
- 11 Apr to 25 Apr 2025** - All mentees have a welcome call with the Foundation. Matching day! You'll be matched with your mentor and introduced to each other.
- 10 Mar to 2 May 2025** - You're invited to join a welcome webinar.
- 19 May 2025** - Phase 1: Getting to Know Each Other starts. Mentees reach out to their mentors to arrange the first meeting.
- 21 May 2025** - Phase 2: Setting Goals starts.
- 19 May to 16 Jun 2025** - Phase 3: Progression starts. All mentees and mentors need to complete the mid-point survey.
- 23 Jun 2025** - Phase 4: Wrapping Up starts. All mentees and mentors need to complete the end-point survey in order to graduate. Graduation!
- 18 Aug 2025**
- 13 to 27 Oct 2025**
- 27 Apr 2026**
- 27 Apr to 25 May 2026**
- May 2026**

How to apply

Ready to become a mentee, embark on an incredible journey of professional development, and take your business to the next level? Applications open on 3 March 2025.