

MODERN MENTORSHIP NEEDS BY THE NUMBERS

ON COMPANY SPONSORED MENTORING PROGRAMS

77%

have never received any formal training on how to become a mentor

66%

expect their company to provide mentorship opportunities to them

11%

say their company has a formal mentoring program

92% Don't believe their mentoring programs is meeting their needs

MENTORING + JOB SATISFACTION & PERFORMANCE

69%

say mentoring is very important, or extremely important to their job satisfaction

85%

say mentoring is very important, or extremely important to their job performance

I LOOK FOR A MENTOR WHEN

- I'm looking to expand my network
- I'm experiencing difficulties at work
- I'm seeking a promotion

“When I look for a mentor, I look to my personal network, or ask my boss.”

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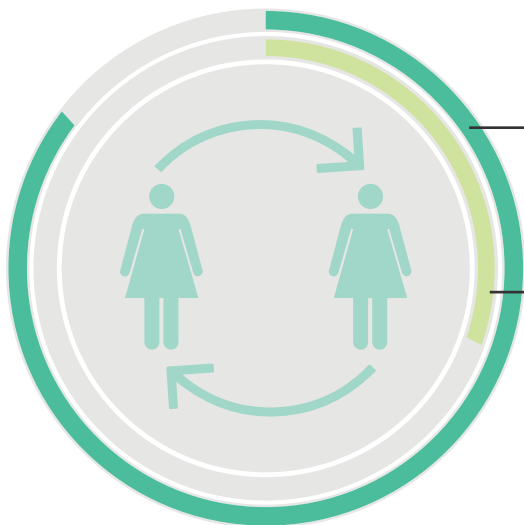
FINDING A MENTOR & WHAT'S IMPORTANT

100%

say they'd be likely to share a personal story about themselves to foster that connection

63%

say finding a mentor would be easier if they had a mobile app that allowed them to search a directory within their company



85% say it's very important, or extremely important to have a personal connection with a mentor

Only 30% of people say it's easy to create that connection with a mentor

1:1

mentorship is the preferred format for mentoring

60%

say that finding a mentor at work is difficult; **only 3% said it's very easy**

TOP ATTRIBUTES PEOPLE LOOK FOR IN A MENTOR

- Trustworthiness**
- Personal Connection**
- Subject matter expertise**

100% say it's important to feel connected to colleagues at work.

The Tribute Difference

A MODERN MENTORSHIP APP

- Mobile-first
- Designed for the Millennial workforce- social, informal, organic, efficient
- Focused on accelerating diversity and inclusion
- Use personal storytelling as a means to connect
- Simplified process
- Enable mentorship for a moment, or a lifetime