

KETTERA | CASE STUDY

INSPIRING CONNECTIONS

 MENTOR
CONNECT

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AT A GLANCE

Organization Type

Business / Organization

Community Name

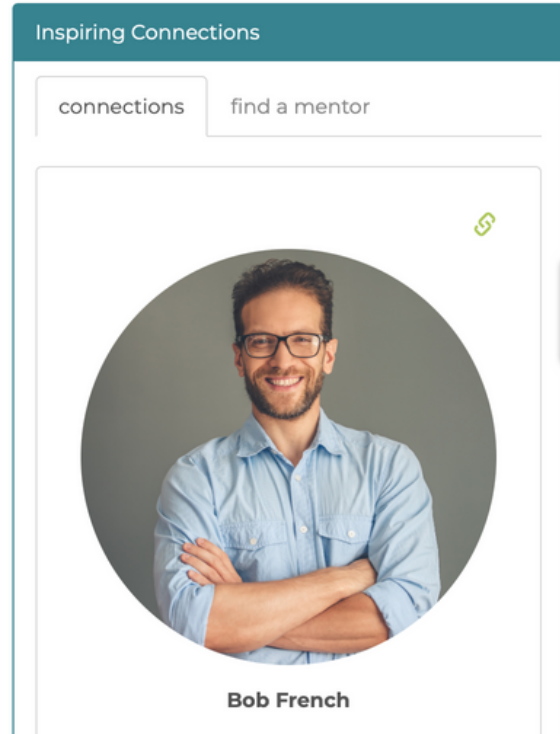
Inspiring Connections Community

Community Description

The Inspiring Connections mentorship program is committed to providing a universal, consistent, and accessible opportunity for staff throughout the organization to connect with Mentors (Directors, Deputy Directors, and Senior Staff) about career paths, future opportunities, and new ideas.

Community Details

- One Mentorship Program
- Scale to 5000+ Users
- Managed by One Program Admin



Organization

Sprott Business School @
Carleton University



We set out to build a corporate mentorship program from the ground up. We had no idea how complex it would be to design, manage, and optimize.

Fortunately, after a few weeks of stumbling along we found Mentor Connect. It's a game changer. Within a week we had a customized mentorship solution, integrated into our existing website, and we already signed up our first Mentors.

And the best part? With Mentor Connect, the program basically manages itself.

Michael G.
Director of Strategy



BENEFITS

Benefits One

Consistent, high-quality Mentor | Mentee matches and intuitive mentorship tools, that result in long-term connections, meaningful relationships, and individual growth and development.

Benefits Two

Increased program participation, with decreased participant drop-off and turnover.

Benefits Three

Increased efficiency & effectiveness in program deployment. With streamlined program management

Benefits Four

Valuable data-driven insights and metrics that are used to consistently improve the mentorship programs, and to inform on decision-making across the organization.

ORGANIZATION CHALLENGES

New Initiative. New Problems.

- The Inspiring Connection mentorship program was a new initiative and before Kettera was contacted to get involved, the plan was to manage the program via Excel spreadsheets and email.
- When the program was initially launched in February 2022, the interest level across the organization was high. Quickly the Program Admin became inundated with emails from prospective Mentors & Mentees, and the “spreadsheet management” strategy failed.

A Simple Solution. That's Easy to Use. And Manages Itself.

- The organization required a solution for deploying a single mentorship program. The solution needed to:
 - enable Mentors and Mentees to make and manage their own connections
 - provide the Program Admin an overview of all the individuals who had signed up as Mentors and signed up as Mentees
 - provide the Program Admin an overview of all the connections made, including which connections were active and historical
 - provide the Program Admin a mechanism for collecting feedback from participants that would inform on value creation
 - provide the Program Admin a mechanism for collecting participant and program data, and analyzing the data for trends and opportunities
 - provide tools that could be used to increase organization diversity, equity, and inclusion

WHAT WE DID

Customized. Integrated. Secure.

- Kettera built a custom community landing page, with dedicated URL, that was linked to the Organizations website.
- The solution provided easy access for prospective Mentors and Mentees to sign-up and join the program.
- The program is housed behind a login page, to maximize security and only email addresses associated with the Organization are accepted to ensure the program is restricted to current employees.

5 Primary Participant Objectives

1 Community-wide engagement.

- Achieved through messaging, a forum, a calendar, and events with registration

2 Data collection to track user trends and participation metrics

- Participants are encouraged and guided to create profiles through forms, surveys, and questionnaires.
- A profile completion % and other tools are used to encourage completing profiles.
- Participants are provided a customized Character Attributes Report upon completion of their profile that provides them insights into their own behaviour drivers, and how to harness them individually, in a team, and at work.

3 Functionality that enables Participants to create their own mentorship connections.

- In search mode, participants can peruse community members, view their profiles, and request to connect
- In match mode, participants are automatically shown their top 5 matches, and can one-click request to connect

WHAT WE DID

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Functionality that enables Participants to manage their own requests, availability, connections, and growth.

- A participant can accept or deny a mentor request with a single click.
- Participants can use the availability tool to share times they are available to meet with their connections. The availability they provide is synced with their calendars.
- Participants are provided 5 connection tools that are designed to foster the development of a productive Mentor | Mentee relationship – discussion, goal setting, question prep and answer tracking, scheduling and agendas, and document sharing.
- Participants are provided a goal setting tool that they can use to create individual personal and career development goals. The tool provides a step-by-step process to setting goals. It also helps individuals identify the specific skills they need to acquire to achieve their goal. Goals can be shared with Mentors / Mentees, Managers, and Colleagues.

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Enhanced community diversity, equity, and inclusion.

- Two tools were included that are intentionally designed to positively impact diversity, equity, and inclusion – Community Spotlight, and myStory.
- The Community Spotlight tool provides the Community Admin a mechanism for showcasing members of the Community, telling their story, and highlighting the impact they make on the community.
- The myStory tool, enables individuals to articulate their individual story. For example: What brought them to where they are today? Where did they come from? What challenges have they overcome? After an individual has written their story, they can choose to share it with their colleagues and peers, which helps break down the barriers to understanding.

WHAT WE DID

3 Program Admin Objectives.

The Program Admin pages were designed to achieve 3 primary objectives. Each objective has a data component, that is used to satisfy the data collection and analysis requirements identified during the client needs assessment.

1 Provide the Program Admin an overview of all the individuals who had signed up as Mentors and signed up as Mentees.

- The admin can download or export this data into their other systems.
- The admin can view the profiles of all participants.
- The admin can view real-time data related to the participant

2 Provide the Program Admin an overview of all the connections made

- The admin can view all current and historical connections
- They can see the “mentor fit” score of each connection
- They can view connection metrics, such as task completion, if goals have been shared, and number of meetings

3 Provide the Program Admin a mechanism for collecting feedback from Participants

- Program feedback is collected through the “connect tools” made available to every mentorship program connection
- The program admin can send a prompt / reminder to all participants to complete the feedback survey, with one click
- All program feedback is collected for review by the Admin
- Feedback data is analyzed, and aggregated metrics are displayed in a real-time dashboard.

CONTACT

Contact Kettera today to learn more, view a live demo, or start designing your interactive mentorship community.

YOUR CLIENT REPRESENTATIVES CONTACT INFO:

NAME:	Nigel Istvanffy
EMAIL:	nigel@kettera.io
WEBSITE:	www.kettera.io
PHONE:	403.827.0310
DEMO LINK	mentor.connect