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# MEASURING MENTORING SUCCESS.

This guide is dedicated to showcasing how to measure the success of mentoring within an organisation.

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# HOW DO YOU MEASURE SUCCESS?

## **employee engagement and retention.**

For organisations running internal mentoring schemes for their employees, retention and engagement are the most common drivers for both implementation and therefore success of mentoring. Time and time again we see our clients looking to mentoring as a solution for these frequently experienced challenges.

## **diversity and inclusion.**

In businesses, membership organisations, schools, colleges and universities, diversity and inclusion are regularly the focus of mentoring. The measure of success here can vary vastly from simply providing employees with role models they can identify with, to inclusion specific programmes that look at talent development and leadership representation at board and executive level.

## **career development and progression.**

For both membership bodies and organisations' employees, looking at how individuals are developing within their careers as a result of mentoring is an extremely important and common indicator of success.

## **job interviews and employment rates.**

Most frequently seen by universities, colleges and schools, looking at student mentoring, the transition from education to employment is often used indicator of success for mentoring. Exploring the conversion of those mentored into job interviews and employment, against those who haven't been mentored can help to analyse the results of mentoring.

# THE RETURN ON INVESTMENT.

When looking at investing in PushFar's platform, there is two core return on investment channels. The first is that of mentoring at scale and the second is that of time-saved compared with work and resources required to run the same mentoring programmes without PushFar. Both are outlined below with estimated returns.

## **return on investment in mentoring.**

When looking at the benefits of running mentoring programmes, they can continuously be attributed to a wide range of employee benefits.

A few key statistics and metrics our clients often use to build a case for mentoring are below, some are direct from PushFar:

- 86.2% of professionals surveyed who are using PushFar said they felt mentoring was helping them to reach their goals and develop their careers.
- More than 75% of those surveyed on PushFar said they planned to use the platform in 2021 to help them to achieve their career goals.
- 82% of professionals on PushFar believe that mentoring is extremely valuable to tackling diversity and inclusion challenges head-on.
- Employees who received mentoring were promoted five times more often than people who didn't have mentors. ([Source](#))
- 67% of businesses reported an increase in productivity due to mentoring. ([Source](#))
- Mentoring programmes boosted minority representation at the management level by
- 9% to 24% (Source)

Each programme will uniquely offer different outcomes and returns. However, generally speaking, the above metrics can be used to indicate returns on investment.



### **return on investment in using PushFar.**

Facilitating a successful mentoring programme requires resources. The resources can be either manual or technologically aided. We surveyed clients who use PushFar and found that where previously, they had run mentoring programmes manually there were a number of limiting factors and additional efforts required.

The first limiting factor was the ability to run mentoring on an ongoing basis (at the time right for the individual). In fact, before PushFar less than 5% of our clients were running mentoring on an 'as-and-when' basis, instead of running programmes for fixed terms (i.e. From January to June). The primary issue here is that individuals do not always need or have the capacity to get involved in mentoring at the time a programme starts. The second issue here is that for larger organisations with a continual turnover of employees. If you join a month after the programme starts, you potentially have to wait 6-12 months to join a programme and find a mentor. With PushFar, 87% of clients now run mentoring on an ongoing basis.

The second limiting factor of running a programme without PushFar is that facilitating the matching is extremely resource-heavy. From research carried out, we estimate that PushFar can save between 2-4 hours on matching just 25 mentors with mentees. A programme with 100 mentors would take between half a day and a day to match, manually, using excel spreadsheets and email chains to introduce mentors and mentees. The additional reporting, engagement and feedback time saved from using PushFar for a programme of 50 people is estimated at 2-3 days per month if you were looking to achieve the same engagement results. The below calculations can show cost savings here.



PushFar individual licence cost (per month): £5  
 Estimated time managing a mentor or mentee manually (per month): 32 minutes

### **potential conservative estimate on time taken.**

- Review application: 10 mins
- Proposing 5 potential matches: 10 mins
- Sending proposed matches to an individual: 2 mins
- Reviewing responses and seeing who's available: 2 mins
- Sending the mentor and mentee introductory email: 2 mins
- Sending an initial reminder email: 2 mins
- Following up after month-one: 2 mins
- Total Time per Month: 32 minutes
- Time required per month for a 50 person programme: 26.6 hours
- Cost for PushFar for 50 people: £250



# HOW TO MEASURE MENTORING SUCCESS.

## 1. employee engagement and retention.

Measuring employee engagement and retention as an indicator of success in mentoring can be done by looking at those in active mentoring relationships against those who aren't. Most organisations will already be tracking retention rates and utilising employee engagement surveys. Below are the steps we would recommend for measuring these against mentoring:

1. Export a CSV of all mentors and mentees on PushFar (Optional: you may want to then filter this to exclude non-active mentors or mentees).
2. Map the employee ID, membership ID or email address, against that of your employees' retention rates or employee engagement surveys.
3. Compare the results of those in mentoring relationships against those who are not and the overall statistics.



## 2. diversity and inclusion.

It is notoriously hard to measure the success of inclusion in an organisation, but there are ways in which you can attribute mentoring to the growth and development of an inclusive culture. Survey questions are often a good way of understanding the current state of an organisation or industry and its culture. We would recommend asking these questions at the start and the end of a mentoring programme:

- On a scale from 1-10 (1 being not at all and 10 being extremely), how included and welcomed do you feel in the organisation or industry you are in?
- Do you feel there is sufficient and visible representation that you identify within senior and leadership roles?
- Do you feel there are enough role models for you to turn to for career support?

In addition to asking survey questions, one measurement of success within diversity and inclusion schemes is often the accessibility to inclusive support from mentors who identify with the inclusion groups in your organisation. So, looking at active mentoring relationships, meetings scheduled and goals set, within these groups is a great measure of success, with the growth of these being a positive indicator of success.





### **3. career development and progression.**

One of the trickier goals and objectives to measure the success of is career development and progression. This is primarily owing to the fact that so many factors could be considered or included within this objective. One way in which you can track career development within an organisation is by monitoring new roles and promotions. Bi-annually or annually exploring the change in roles and jobs that those engaged with mentoring activities can be a good indicator of success.

Further to this, survey questions are an excellent way of quickly and easily identifying the change in career development and progression, and subsequent success, as a result of mentoring. We would recommend asking the following survey questions:

1. Since you began mentoring, have you changed roles or received a promotion?
  - YES/NO
2. On a scale from 1-10 (1 being not at all and 10 being extremely), to what extent do you feel that mentoring has assisted you with career development?
3. Do you feel that mentoring has contributed to the development of your career?
  - Open Quantitative Question



#### **4. job interviews and employment rates.**

For student mentoring, looking at success is typically measured by students venturing into the work environment for the first time. As well as surveying students to find out about their experiences of mentoring relationships themselves, looking at data on employment rates of those who have participated in mentoring programmes against those who haven't, can help to quickly identify if there is a success from mentoring attributing to higher employment.

Other areas in which there is often a direct benefit to mentoring and in which you may want to consider surveying students is how they feel their confidence has grown, their ability to more clearly identify career goals and their understanding of their course or industry more clearly.



## KEY TAKEAWAYS.

### **every mentoring relationship is different.**

The success of mentoring can vary so vastly from one relationship to the next for no other reason than you are dealing with highly-personal and unique circumstances. Every mentor and mentee will set their own goals and objectives, regardless of the overarching objectives of the programme you are running and even if the survey results you receive or quantitative data you analyse is not necessarily an indicator of success, it may well be that both the mentor and mentee feel a huge sense of satisfaction, reward, improved interpersonal skills, confidence gains and many other results often attributed to mentoring.

### **speak to mentors and mentees.**

Whilst in a lot of cases, speaking to every single mentor and mentee is not possible, based on the scale of programmes, if you can schedule in time to speak with at least 5 mentors and 5 mentees, this will give you some understanding of mood, motivation and success. Delving further than survey questions and collecting testimonials can be a brilliant way to further promote your mentoring programme to others and create advocates of mentoring.

# ABOUT **PUSHFAR.**

PushFar is the world's leading mentoring and career progression platform, helping thousands of individuals and organisations across the globe. Our cloud-based platform is the perfect solution for implementing a mentoring program within your company to meet organisational and employee goals. Our platform enables you to build highly effective, customisable and scalable mentoring programs for your team members. Our data-driven algorithm, easy-to-use platform, and efficient features create a truly seamless experience.

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