



# NOT YOUR GRANDFATHER'S MENTORING

STRATEGIES TO ENGAGE, DEVELOP, AND RETAIN EMPLOYEES



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# PRESENTERS

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Chronus



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Culture & Engagement Integration  
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# GE'S STORY: WHY MENTORING?

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**Creating CONNECTIONS**  
Buddy Program

[gecreatingconnections.com](http://gecreatingconnections.com)



# AGENDA

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- Modern mentoring overview
- Strategies
  - ✓ Understanding the problem and goal
  - ✓ Sponsorship and learning culture
  - ✓ Set measurement framework
- Conclusion
- Q&A



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# WHAT IS MENTORING?



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# 70-20-10 RULE

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# THE MENTORING WE'RE USED TO

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# THE CHANGING WORKFORCE

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# MODERN MENTORING

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PROJECT-BASED MENTORING  
EMPLOYEE CAREER MENTORING DIVERSITY MENTORING  
EXTENDED TRAINING  
MENTORING CIRCLES  
BUDDY PROGRAM  
KNOWLEDGE TRANSFER  
TOPICAL MENTORING  
REVERSE MENTORING  
HIGH-POTENTIAL MENTORING  
PEER COACHING  
JOB SHADOWING



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# HIGH-POTENTIAL MENTORING

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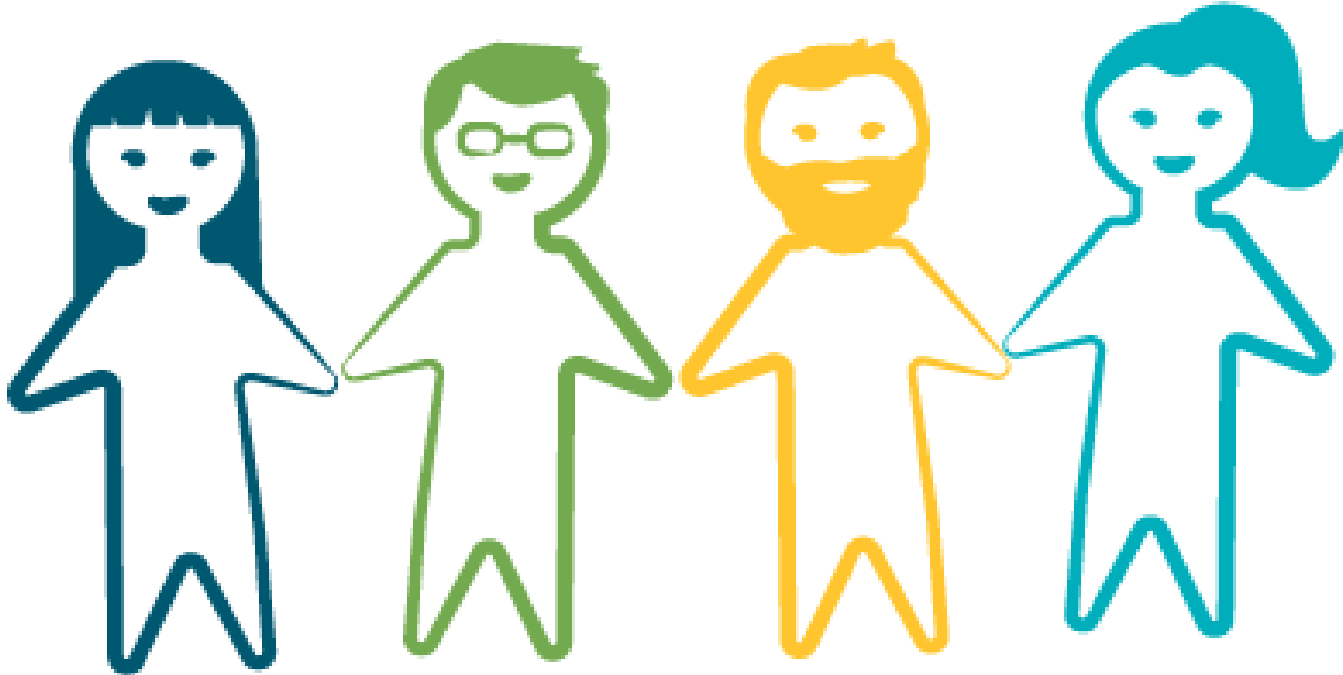


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# DIVERSITY MENTORING

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# NEW HIRE BUDDY PROGRAM

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# GE'S STORY: THE FOUNDATION – DRIVING INTEGRATION

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-  Imagine the potential
-  Set up for success
-  Lead the way
-  Getting started, together
-  Learn and grow together

-  GE-Alstom exchange

*Use GE's culture of **helping each other succeed** to create "exchange experiences" for employees to connect, get the information they need, have questions answered, and build new networks.*

# POLL!

WHAT INITIATIVES ARE YOU PURSUING IN  
YOUR ORGANIZATION?



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# WHAT DOES SUCCESS LOOK LIKE?

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Retention is  
**25% higher**  
for employees who  
have engaged in  
company-sponsored  
mentoring.



Mentors were  
**promoted 6x**  
**more** often than  
those not in the  
program; mentees  
were **promoted**  
**5x more** often  
than those not in the  
program.



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# STRATEGY #1

START WITH UNDERSTANDING THE PROBLEM  
AND GOAL



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# AN OVER-THE-FENCE RELATIONSHIP

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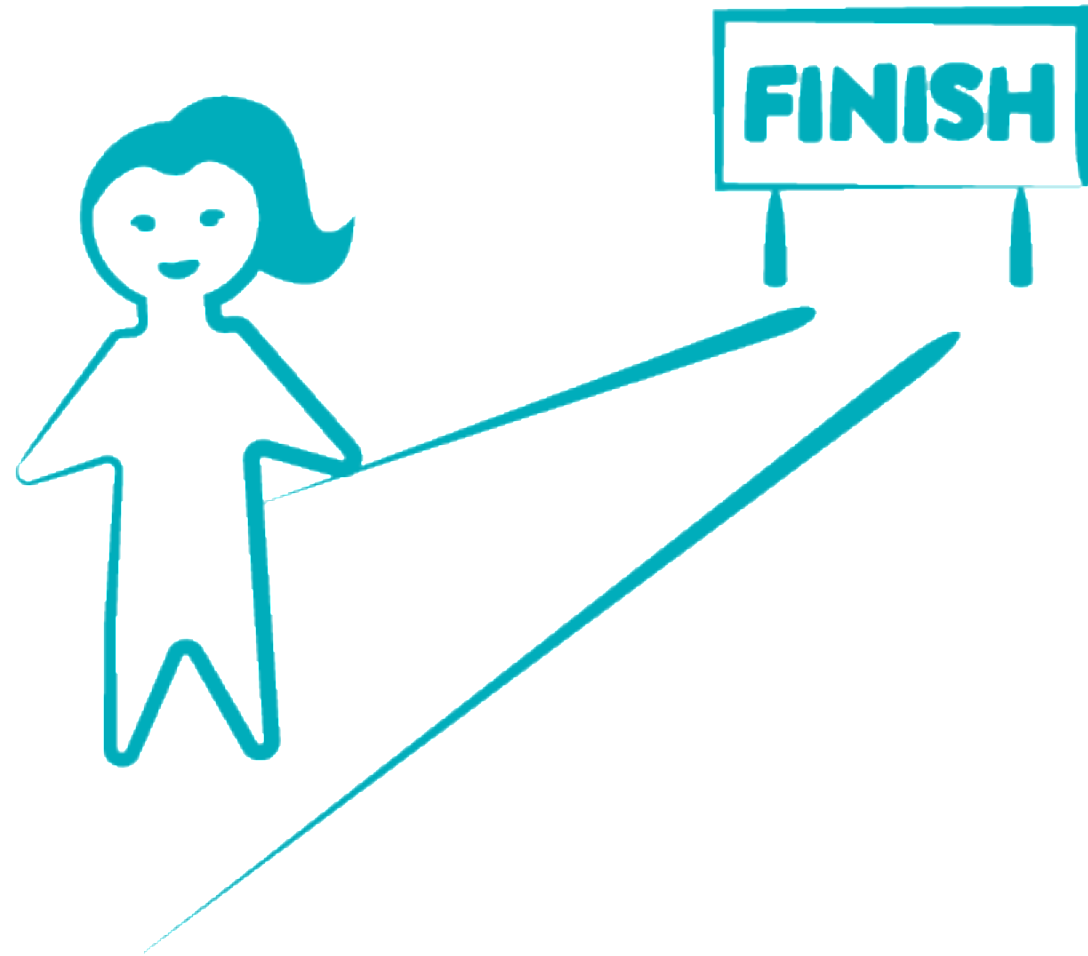


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# CONSULTATIVE PARTNERSHIP

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# GE'S STORY: WHAT IS CREATING CONNECTIONS?

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GE's online Buddy  
networking experience

Provide advice and  
guidance

Facilitate employee  
learning



Pair employees with a  
GE Buddy

Help expand each  
other's networks

- Leveraged the insights of two high potential HR groups
- Relied on the Integration Leadership team for input
- Piloted with 2200 employees in Renewable Energy



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# STRATEGY #2

SECURE SPONSORSHIP AND WORK WITHIN  
YOUR LEARNING CULTURE



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# PROGRAM SPONSOR

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# EVERYONE WANTS MENTORING – THIS WILL BE EASY!

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# LEARNING CULTURE

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# WHAT DRIVES CULTURE CHANGE?

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# LEADERSHIP RIPPLE EFFECT

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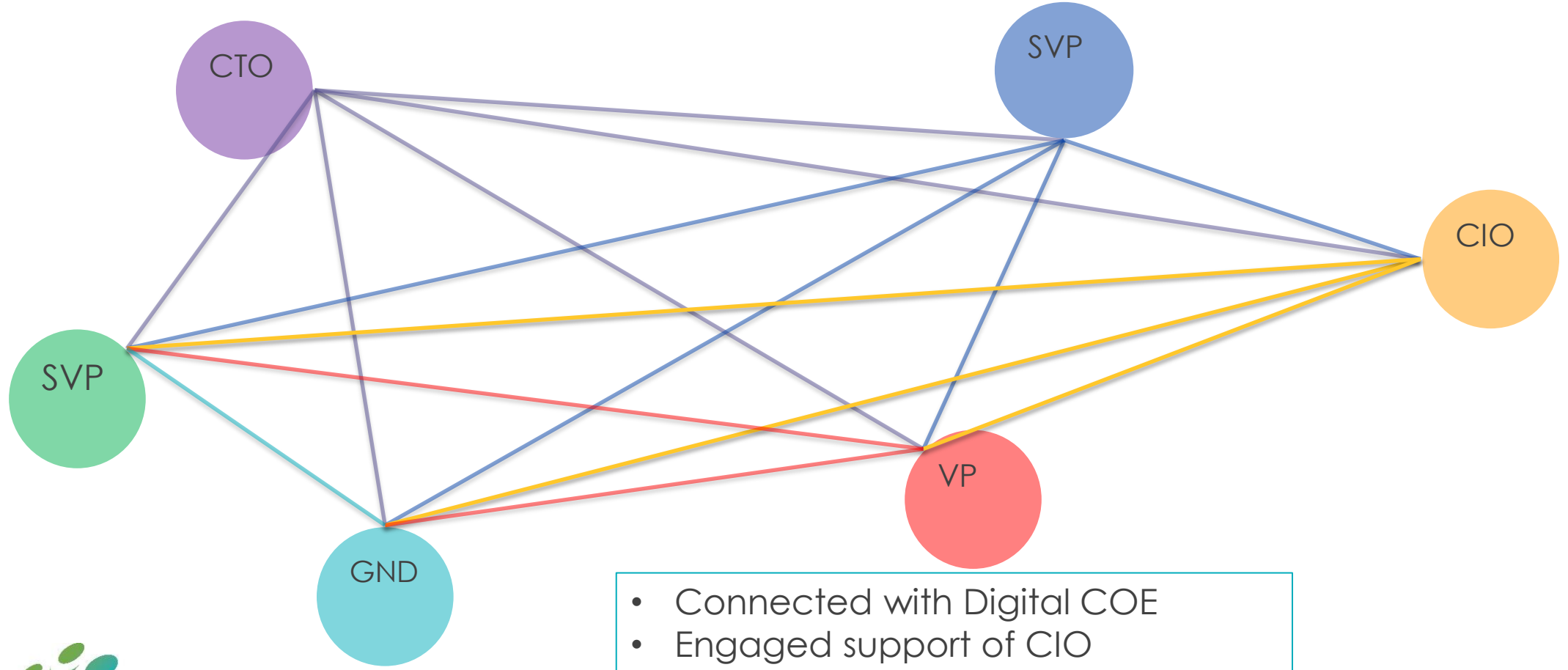
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# GE'S STORY: CULTURE & SPONSORSHIP

Organization 1

Organization 2



- Connected with Digital COE
- Engaged support of CIO
- Partnered with IT for tool selection

# STRATEGY #3

SELECT KPIS AND SET GOALS BEFORE  
DESIGNING THE PROGRAM



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# METRICS SCHMETRICS

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# WHY THIS ISN'T IDEAL

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# THE KIRKPATRICK MODEL “4 LEVELS”

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# THE GOALS

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Is the program aligned to organization al goals?

Does the design of the program engage participants?

Does the program enable learning?



Does the program affect business outcomes?

Does the program drive behavioral change?



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# GE'S STORY: 30 DAY CHECK-IN SURVEY



**20,906**  
Registered Buddies

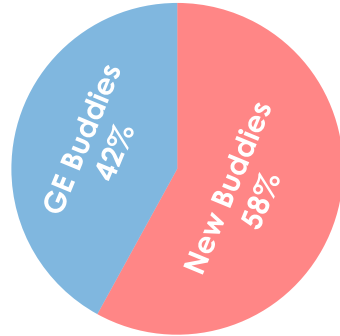


**7,842**  
Requests Sent



**4,100**  
Connections

**Respondents**



97% of respondents who have met with their buddy rated their initial impressions as **GREAT** or **GOOD**

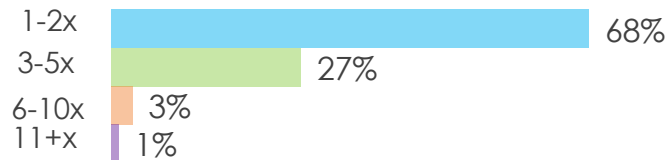



Quality of matches\*

Likelihood of continuing the relationship\*

\*On a scale of 1 – 5 \*June 7, 2016


66% of respondents met with their buddy...



It's a great initiative to feel part of the GE network and global company 



You get another point of view of the company, through talking to people from other divisions

This is important to have a real and practical interaction with the GE culture 



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# GE'S STORY: CREATING CONNECTIONS – FEEDBACK

## **"Love connections program and boost GE network**

*This a great idea! Thank you! More people join better it works."*

Sergio – Engineer Testing

*"I signed up to be a buddy and it was quick and easy." Chris – GE-Hitachi*

## **"#whyIbecameAbuddy**

*Hi, I am a year old at GE and am volunteering to be a "Buddy" so that I can share my experiences of the awesome culture of collaboration and learning available to all employees." Tarun – Lead Business Analyst*

## **"Integration Buddies**

*I really think this Buddy idea is great. I've been doing my Purchasing job for over 15 years now at various companies, now at Alstom, and am very curious about how this goes at GE. "*

Géza – Buying Procurement

*"I think it's a great idea from my previous experiences from another US company."  
Jaroslav – IT Risk*



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IN CONCLUSION...



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# KEY TAKE AWAYS

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- Modern Mentoring is a powerful way to address key organizational HR challenges, such as:
  - ✓ Retention
  - ✓ Engagement
  - ✓ Development
- Modern Mentoring has many innovative uses and formats.
  - ✓ Remember, mentoring does not equal your grandfather's mentoring!
- Remember the three key strategies for success:
  - ✓ Start with understanding the problem and goal
  - ✓ Secure sponsorship and work within your learning culture
  - ✓ Select KPIs and establish goals before designing the program



THANK YOU!



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# RESOURCES

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- Download your Kirkpatrick Model: Measuring Modern Mentoring Guide
  - ✓ <http://chronus.com/resources/kirkpatrick-model-measuring-modern-mentoring-guide>
- Additional resources available on Chronus' website
  - ✓ <http://chronus.com/resource-center>
- Contact me
  - ✓ [Aya.Titus@Chronus.com](mailto:Aya.Titus@Chronus.com)

# Q&A



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