

# Which works best for you?

## E-Mentoring or M-Mentoring?

Enterprise MENTOR™



Enterprise Mentor™ is available in two formats: MP3 audio which can be played on MP3 players, mobile phones or PDAs. It is also available on an e-learning platform as multi-media flash files.

croSD card, it may be an obvious choice to go the m-mentoring route, and simply load the mentoring programme on MicroSD cards. You may also prefer to provide your mentees with low-cost MP3 players, with the digital mentoring sessions pre-loaded on them.

Alternatively, you may already have a central LMS (learning management system) and uploading the multi-media mentoring sessions onto this could be your preferred choice. Both formats are identical in content, but the multi-media e-learning sessions have an extra visual *presentation layer* which has been developed in Articulate — a leading e-learning development tool.

There are obvious advantages and disadvantages of each deployment method, and you may choose to use a combination of both methods.

One of the fundamental reasons Enterprise Mentor™ consistently delivers results is the fact that employees receive two levels of mentoring.

Firstly, they learn from **20 digital mentoring sessions** (each around 15 minutes long). Secondly, they bring the digital mentoring sessions alive in their own companies through in-depth **face-to-face mentoring sessions** with their line-managers and fellow mentees.

By leveraging the content, structure and framework of the digital mentoring sessions, both mentors and mentees can get the most from their time together since much of the 'pre-learning' has already been done. This means mentees and mentors can have meaningful and productive face-to-face mentoring sessions around a series of central themes (which have been designed from the ground up to engage employees in the business and get the best from them).

### Your Choice of Digital Mentoring Delivery Methods

As an organisation, you can choose how to deliver the digital mentoring sessions to your employees. This can be through **MP3**, where the mentoring sessions are audio based and pre-loaded on an MP3 player, mobile phone, PDA or any other device which plays MP3 (including computers). This type of digital mentoring is referred to as m-mentoring (mobile-mentoring).

Your other alternative is to use the **flash-based** multi-media version of Enterprise Mentor™ which you can host on your central server and your mentees can access through your internal network, or through the web. This type of digital mentoring is referred to as e-mentoring.

Your choice of delivery method will largely depend on the size and nature of your organisation. If your workforce already have mobile phones with a slot for a Mi-

### M-Mentoring (MP3)

#### Advantages

- Mentees can be mentored wherever they are — and at a time which suits them
- Does not require mentees to be in front of a computer
- Listen-only format means mentees can do other things at the same time
- MP3 players can be pre-loaded with extra 'audio based' learning materials
- Because of flexibility of use (time/location), the MP3 approach encourages mentees to re-listen to the programme many times.

#### Disadvantages

- Requires a MP3 player, mobile phone or other device
- Audio only — some mentees prefer visual learning.

### E-Mentoring (Multi-Media)

#### Advantages

- Includes a graphical element which adds another dimension/mode to learning
- Delivered through a computer, which most mentees will have access to
- Mentoring programme can be loaded just once on a central server or LMS
- Does not require investment in MP3 players
- Simpler implementation
- Can reach thousands of employees rapidly.

#### Disadvantages

- Lacks the 'anytime/anyplace' flexibility of MP3 learning
- Requires mentees to be in front of a PC to learn
- As e-mentoring is visual, mentees cannot do other things at the same time.