

# **Rapid Response Cohort**

During the unprecedented circumstances caused by the coronavirus crisis, we at Be the Business are committed to doing everything we can to help businesses through the immediate impacts and assist in rebuilding once it is over.

In response to this, we have introduced a 12 week **Rapid Response mentoring programme**.

The aim is to help guide SMEs through the crisis, provide them with a sounding board for difficult decisions, and help business owners to develop the most suitable strategy for their business.

This will be more of a peer-to-peer support programme as opposed to a long-term mentoring relationship.

## About the Rapid Response Mentoring Programme

The programme is intended to be a short, sharp injection of support and will entail:

- 12 week support intervention to deal with acute business challenges
- Suggested weekly calls or online meetings of 1-2 hours
- Rapid matching process with existing registered and available mentors and SMEs
- Accelerated registration process for 'new' mentors and SMEs
- Links to regular webinars on relevant topics are available on the BtB Coronavirus
  Support hub – link on next page



### How it works

An expedited matching process will take approximately 2 weeks from acknowledgement of registration on the programme.

The Rapid Response programme is planned to last for 12 weeks from your start date, with all contact via telephone or virtual meeting tools.

It's important to log all contact in the on line Meetings area of the iMentor Hub. We anticipate that contact will be at least once a week for around an hour – but it's up to both parties to work out what the need is and what works best.

Both parties are given links to the guidance and tools on the BtB Coronavirus support hub and the iMentor Resource hub. Links to regular webinars covering related topics are on the BtB hub and contact with the MA for feedback and support can be made at any time. A short survey will be sent out at the end of 12 weeks from BtB.

The Mentor Advisor contacts the SME to discuss their profile and match which may take at least two weeks. Once matched it's up to the SME and mentor to make contact, organise calls and manage the relationship.

Should there be any reservations at this stage over compatibility, either party can contact the MA and be re-matched if necessary. Our objective is for the mentoring partnership to be as effective as possible by working out what the need is and what works best for the SME.

## Getting SMEs the help they need

In order to help as many businesses as possible, the eligibility criteria for SMEs has been set at a minimum of £1m+ turnover and 6 full time employees for this cohort. We are also in the process of:

- Rekindling the mentoring relationships already established to support in these challenging times;
- Onboarding hundreds of new mentors ready to work with businesses as they emerge from this period
- Inviting leading firms to put forward mentors who can lend their skills and experience in the following areas:
  - resilience
  - business liquidity
  - risk and change management
  - financial and employment legislation
  - crisis communications

#### Get involved

If you are an SME business who would welcome some help and support during this time, you meet the criteria as shown and would like to join this Rapid Response mentoring programme, please contact us at <a href="https://example.com/BtB-Rapid-Response-Mentoring">BtB Rapid Response Mentoring</a>

You can visit the <u>Be the Business Coronavirus</u> Resource <u>Hub</u> on our web site for the latest advice and signposts to help.

