

CORPORATE MENTORING IN ACTION: EMPOWERING LEADERS, ENABLING GROWTH

PROGRAMME SNAPSHOT

- **Client:** Lafarge Holcim
- **Years:** 2014 to 2015
- **Number of participants:** 32 mentors, 32 mentees
- **Participating country:** Egypt

Embedding a mentoring culture to drive internal transformation and external impact in Egypt's SME ecosystem

THE OBJECTIVES

Lafarge Holcim Egypt partnered with The Human Edge to deliver a 12-month Corporate Mentoring & Entrepreneurship (CME) Programme as part of their commitment to leadership development and corporate social responsibility (CSR).

This programme recognised that mentoring could be a powerful tool to develop people-centred leaders within the organisation, while also strengthening the entrepreneurial ecosystem in Egypt.

The programme was designed to:

- Develop the mentoring, leadership and interpersonal skills of mid- and senior-level employees within Lafarge Holcim
- Support the growth and sustainability of Egyptian SMEs by matching entrepreneurs with trained corporate mentors
- Foster intrapreneurial thinking and problem-solving capability within Lafarge Holcim to drive innovation and adaptability across the business

THE CHALLENGE

While mentoring offered clear value for both leadership development and CSR, it was a relatively new approach within Lafarge Holcim Egypt. The programme needed to build mentoring capability and culture from the ground up—supporting participants to develop the listening, self-awareness and relational skills essential for effective mentoring. Creating culturally relevant, trust-based relationships was especially important given the diversity of experiences between corporate mentors and local entrepreneurs.

OUR APPROACH:

The Human Edge implemented **a tailored 12-month a multi-cohort mentoring programme to blend and achieve their internal leadership development and corporate social responsibility objectives.**

32 mentors and **32 mentees** were trained, prepared, matched and supported. The programme included:

Mentor Training

Providing participants with the skills to mentor effectively in areas spanning personal confidence to strategic business scaling.

Mentee Preparation

Equipping mentees with the confidence and mindset to engage fully in the mentoring process.

Matching

Facilitating thoughtful mentor-mentee pairings that foster relationship building, constructive feedback and growth.

On-going Support

Including a 1-day refresher and quarterly check-ins with participants to gather feedback and ensure the long-term sustainability of mentoring relationships.

“Over the year my mentor helped me to understand myself and my professional needs and to actually start moving my business and my personal development forward. That was the most important thing for me.

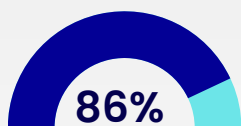
Aly Rafea, Entrepreneur

KEY OUTCOMES FOR PARTICIPANTS AFTER 12 MONTHS OF PROGRAMME

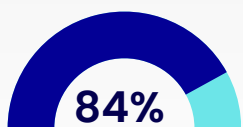
General Impact



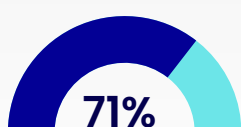
of mentors would recommend the programme



would of entrepreneurs recommend The Human Edge experience to others

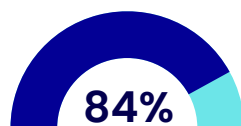


of entrepreneurs intend to stay in contact with their mentors beyond the 12-month program

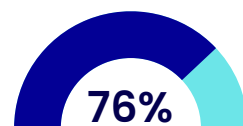


of entrepreneurs said that the programme was beneficial to them and their business

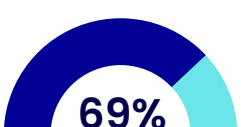
Personal Growth and Strengthening of Leadership



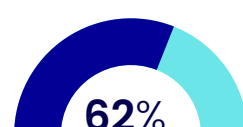
of entrepreneurs were more confident in moving their business onto the next growth stage



of entrepreneurs developed their management and leadership skills



of entrepreneurs reported that their confidence in decision making and communicating business strategy had improved.



of entrepreneurs felt confident raising external funding as well as in recruiting, retaining, and motivating talented employees

“

Patience and confidence are the best things I have learnt from my mentor
Mohammed Amr, Entrepreneur

“

Having a mentor has enabled me to take more firm steps towards achieving my business targets, and to get more organised in terms of strategic thinking.
Maged Radwan, Entrepreneurs

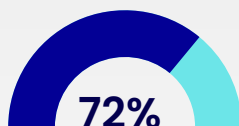
Contact us to explore how tailored mentoring and leadership development programmes can advance your organisational goals and drive lasting impact.

**KEY OUTCOMES FOR PARTICIPANTS
AFTER 12 MONTHS OF PROGRAMME**

**Business Growth, Sustainability, and
Success**



of the entrepreneurs' enterprises
are still operational

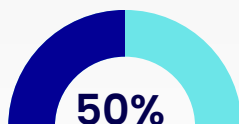


of entrepreneurs increased the
number of clients/customers

£350,093

1366%

is the combined increase in the
entrepreneurs client database,
helping them expand their reach



of entrepreneurs increased their
annual revenue during the
mentoring year

**Economic Growth, Job
Creation and Retention**

114

new jobs were created
during the mentoring
year

6.7

jobs created per
entrepreneur, which is
significantly higher than
regional benchmarks

£350,093

were generated through
158 jobs (safeguarded and
created) alone, contributing
to the Egyptian economy
during the mentoring year

Mentoring played a vital role in strengthening the leadership capability of Lafarge Holcim employees while supporting entrepreneurs to stabilise and grow their businesses. Through trust-based relationships and tailored support, the programme helped mentors develop key people-centred skills and enabled entrepreneurs to navigate business challenges, expand their client base and create jobs.

In a context where SMEs are critical drivers of economic development, the programme demonstrated the power of mentoring to build stronger leaders, accelerate entrepreneurial growth and contribute to Egypt's broader economic resilience.

**Interested in embedding mentoring into your leadership development
and CSR strategies? Partner with us to build people-centred leaders,
strengthen entrepreneurial ecosystems and create long-term,
sustainable impact.**

Contact us now!