MENTORING GHANA'S NEXT GENERATION OF ENTREPRENEURS

PROGRAMME SNAPSHOT

- **Clients:** Fidelity Bank
- **Years**: 2022 to 2023
- **Number of participants:** 34 mentors, 65 mentees
- **Participating country:** Ghana

Supporting loan recipients with the guidance, skills and confidence to grow—while building internal capacity to deliver sustainable, high-impact mentoring

THE OBJECTIVES

Fidelity Bank Ghana partnered with The Human Edge to co-design and deliver the Fidelity Young Entrepreneurs Mentoring Programme (FYEMP), a core component of the Fidelity Young Entrepreneurs Initiative (FYEI). The programme aimed to support young Ghanaian entrepreneurs in building sustainable, growth-oriented businesses through structured, one-to-one mentoring relationships—while strengthening Fidelity Bank's internal capacity to deliver future mentoring programmes independently.

The programme was designed to:

- Equip entrepreneurs with the confidence, skills and guidance to grow their businesses and navigate entrepreneurial challenges
- Train experienced professionals as mentors, providing them with the tools to support mentees effectively
- Build Fidelity Bank's capacity to design, manage and scale high-quality mentoring programmes for its loan recipients

THE CHALLENGE

Many of the entrepreneurs supported by FYEMP were navigating early-stage or growing businesses, often while managing limited time, resources and support networks. Mentoring offered a powerful complement to financial products—but sustaining engagement and depth of relationship over time required care and commitment. Internally, Fidelity Bank's ambition to lead and scale mentoring involved building staff capability and ensuring continuity amidst shifting team responsibilities.

OUR APPROACH:

The Human Edge and Fidelity Bank co-designed and delivered **two FYEMP programmes** between 2022 and 2023. The Human Edge worked with Fidelity Bank to **build their capacity** to run the first Fidelity Young Entrepreneurs Mentoring Programme (FYEMP) and provided backstopping support and training for the second programme to enable Fidelity Bank to continue running mentoring programmes independently.

Key elements of the approach included:

Recruitment and matching
34 mentors and 65 mentees were recruited over two cohorts and carefully matched following interactive in-person training

Mentor and mentee training
Each cohort began with 3-day training sessions in Accra to build mentoring skills, trust and shared understanding

Ongoing support
The Human Edge facilitated peer calls and Fidelity Bank conducted monthly check-ins via calls and surveys

Capacity Building
5 Fidelity Bank staff completed our Running an Effective Mentoring Programme across the 2 years, with increasing ownership of delivery in cohort 2

> I made a lot of progress. I used to get tired and overwhelmed with business transactions. Now the transactions feel like the goals we set in business manifesting in reality. Thanks to the mentor, we chat about so many challenges which become stepping stones in the long run.
>
> **Entrepreneur**

The Human Edge

KEY OUTCOMES FOR PARTICIPANTS AFTER THE PROGRAMME

General Impact

100%
of mentees said they would recommend the programme to others

100%
of participants found the training materials relevants and the facilitation effective

- Several mentees and mentors from Programme 1 returned in Programme 2—some in new roles, supporting the next cohort.
- Mentors described the programme as “life changing”, “eye-opening”, and “impactful”, with many expressing interest in continuing to mentor.

Personal Growth and Leadership Development

4.5/5
Mentees rated the extent to which they felt the training has supported them in their mentoring journey out of 5.

Mentees reported significant improvements in self-confidence, leadership skills and clarity in business planning

4.6/5
Mentors rated the extent to which they felt the training has supported them in their Mentor journey out of 5.

Mentors also reported personal growth—gaining empathy, communication skills and a renewed sense of purpose and contribution

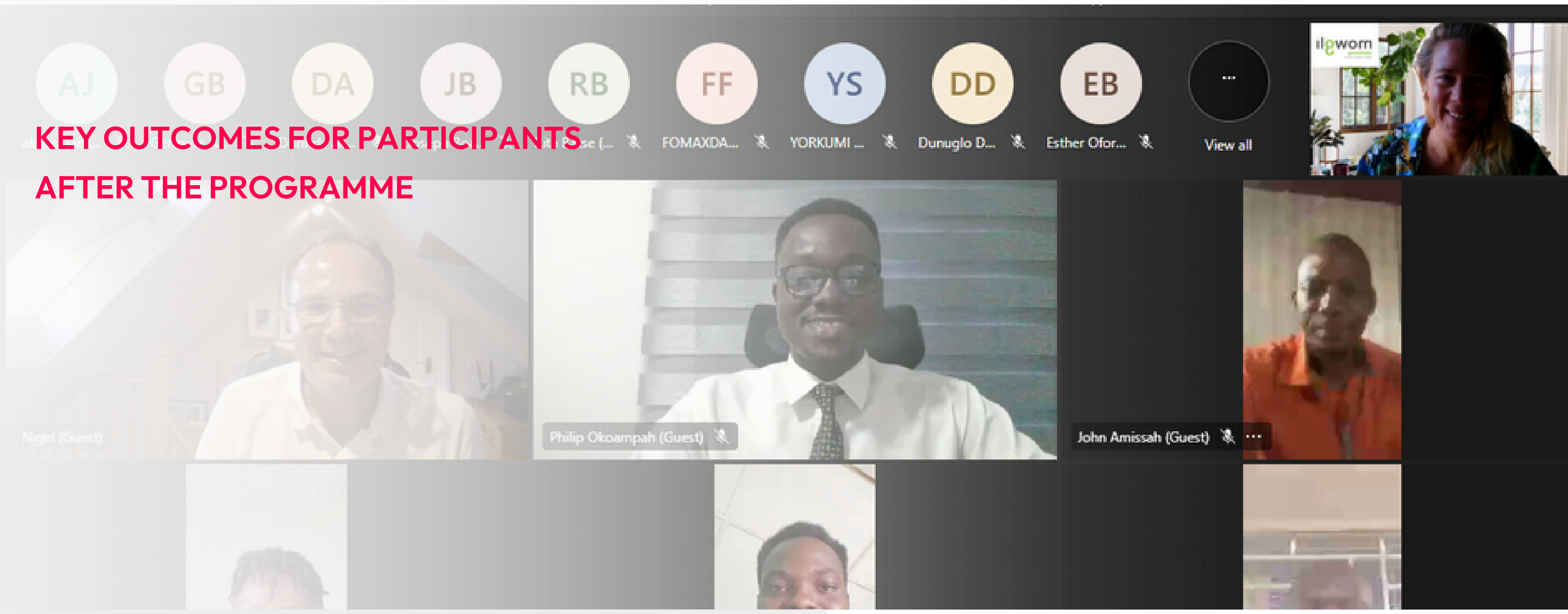
> It has been fulfilling knowing that I have been able to impact, however small. It has also stretched me in realising that I also have room for growth. I hope my mentee’s business grows and flourishes and I hope they take advantage of more mentoring programmes.
> **Mentor**

> My entrepreneurial journey is very emotional and makes me cry so I don't share it often. I am surprised I shared with the mentor and didn't break down in tears due to the firm assurance and easy connection we had on day 1. It was very easy to trust the mentor due to the assurance of confidentiality and respect.
> **Entrepreneur**

Contact us to co-design mentoring programmes that develop leaders, strengthen businesses and drive long-term ecosystem growth.

The Human Edge

KEY OUTCOMES FOR PARTICIPANTS AFTER THE PROGRAMME



Business Development and Results

- Mentees described progress in key business areas, including:
  - Strategic goal setting and action planning
  - Sales strategy and marketing
  - Access to new funding and partnerships
- Several entrepreneurs credited the programme with helping them scale, diversify or stabilise their operations during difficult periods
- Mentors facilitated practical connections, shared tools and offered real-time problem-solving support

Capacity Building

- Fidelity Bank staff gained practical experience in programme design, implementation and follow-up
- The shift from co-led to Fidelity-led delivery in Programme 2 demonstrated growing internal ownership
- Participant feedback showed strong appetite for continued programming, with recommendations to expand reach and enhance mentor diversity

Watch participants' testimonials

FYEMP demonstrated the transformative potential of mentoring to complement financial inclusion and unlock entrepreneurial growth. Through trust-based relationships and consistent support, young entrepreneurs gained the clarity, resilience and leadership to navigate business challenges and pursue meaningful growth. At the same time, mentors deepened their own skills and impact while Fidelity Bank strengthened its capability to lead mentoring initiatives. With strong feedback, compelling stories and a foundation for future growth, FYEMP offers a scalable model for embedding mentoring into entrepreneurial support programmes across the region.

Want to empower entrepreneurs while building your team’s capacity to lead impactful mentoring?

Contact us now!