



EMPOWERING GROWTH STAGE ENTREPRENEURS IN TUNISIA THROUGH MENTORING

PROGRAMME SNAPSHOT

- **Clients:** Oxfam and Impact Partner
- **Years:** 2020 to 2021
- **Number of participants:** 10 mentors, 10 mentees
- **Participating country:** Tunisia

Building resilient leaders,
sustainable businesses and local
capacity in Tunisia

THE OBJECTIVES

The GROW Tunisia mentoring programme, delivered by The Human Edge in partnership with Oxfam and Impact Partner, aimed to strengthen the growth and resilience of Tunisian entrepreneurs through structured, trust-based mentoring relationships. It also sought to build long-term mentoring capacity within the local ecosystem by training a cohort of high-quality mentors and supporting Impact Partner to design and run mentoring programmes.

The programme was designed to:

- Support growth-stage entrepreneurs to gain confidence, clarity and practical tools to lead and grow their businesses
- Train experienced professionals as mentors, equipping them with the mindset and skills to support others
- Embed mentoring capacity within Impact Partner to extend support to their grantees and investor networks

THE CHALLENGE

GROW took place during a period marked by the Covid-19 pandemic and deepening economic uncertainty in Tunisia. Entrepreneurs faced restricted market access, rising operational uncertainty and limited support networks. Many also struggled to find the time and space for strategic reflection amidst day-to-day pressures. For mentors, the challenge was to support entrepreneurs through complex business and emotional realities while navigating the demands of remote mentoring. As a pilot, the programme also required alignment across partners to ensure consistent support and relationship-building throughout.

OUR APPROACH:

The Human Edge designed and delivered a structured, **9-month mentoring** journey tailored to entrepreneur development. Alongside the mentoring programme The Human Edge provided **active capacity building** for Impact Partner to enable future programme delivery.

The approach included:

Participant Selection

71 mentors applied; 10 were selected and matched with 10 entrepreneurs from Impact Partner's grantee pool.

Training and Matching

A 6-day Entrepreneur SME (ESME) workshop introduced mentoring principles, tools and leadership skills in a practical, experiential setting

On-going Support

Mentors and mentees were supported through monthly check-ins, peer learning calls and a mid-programme refresher.

Capacity Building

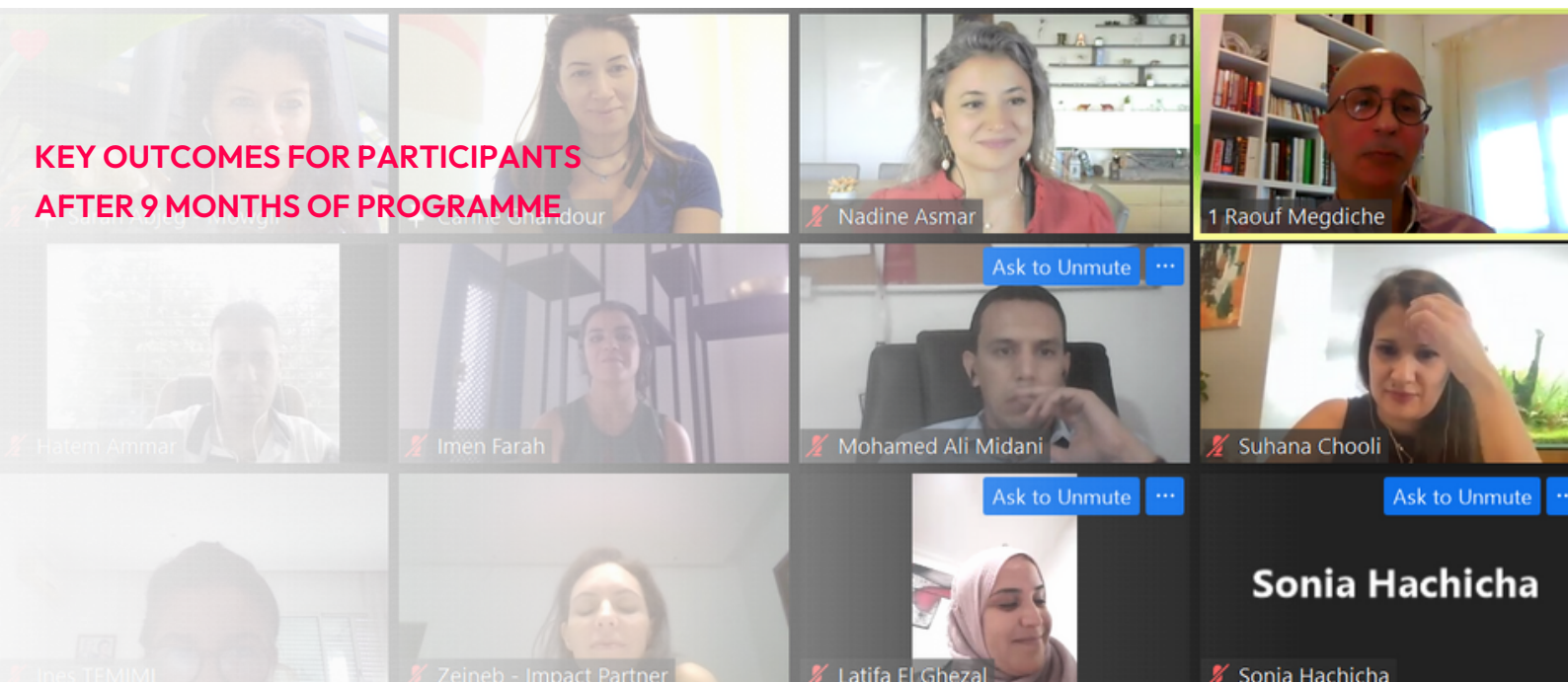
for Impact Partner so they are able to provide mentoring support and establish linkages between their investors/ grantees.



The mentoring was a journey rich in exchange. I greatly appreciated the quality of the conversation and peer support as well as the openness and transparency from everyone.

Entrepreneur

KEY OUTCOMES FOR PARTICIPANTS AFTER 9 MONTHS OF PROGRAMME



General Impact



of entrepreneurs said they would recommend the programme to others



of mentors said they would recommend the programme to other professionals

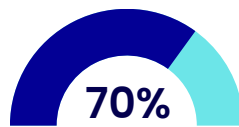


of mentoring pairs remained active through the full 9 months

202

hours (33.6 days) of mentoring were delivered—exceeding expectations

Personal Growth and Strengthening of Leadership



of entrepreneurs said that they had reached the objectives set at the beginning of the relationship

Entrepreneurs have reported increased self-confidence, improved ability to manage transitions, and greater strategic clarity, including:

- Stronger resilience and ability to adapt business models
- Greater self-awareness, confidence and clarity in personal strengths and development goals



of mentors have fuller understanding of mentoring

Mentors have reported personal growth in empathy, listening, leadership and decision-making.

“

This programme coincided with a very important and difficult period of strategic thinking. The mentoring relationship – meaning my mentor, The Human Edge team and my peers – created an environment which allowed me to expand my thinking.
Entrepreneur

“

I know my strengths and my areas of development better now. I had a vision and my mentor helped me make it happen!
Entrepreneur

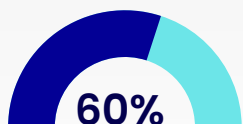
Contact us to explore how mentoring can strengthen your entrepreneurial ecosystem, empower local leaders and drive long-term impact—especially in times of uncertainty.

KEY OUTCOMES FOR PARTICIPANTS AFTER 9 MONTHS OF PROGRAMME

Business Growth and Resilience



of mentee businesses remained operational despite a challenging economic context



of entrepreneurs reported new revenue or increased funding since the start of the programme

95.5

full-time equivalent jobs were held at the programme end with a **9.5 new FTE created** during the programme

Entrepreneurs highlighted improved **governance, human resource management** and **pivoting** strategies

Capacity Building

- ◆ Impact Partner gained hands-on experience in programme design, mentor/mentee recruitment and delivery.
- ◆ The experience increased their ability to run mentoring programmes in future, including recognition of where specialist input is required
- ◆ The programme fostered a regional mentoring community and reinforced the importance of relationships as the foundation for sustainable support.

[Watch the programme video](#) 

Mentoring played a transformative role in strengthening the confidence, resilience and leadership capacity of Tunisian entrepreneurs—during one of the most uncertain periods for local businesses. At the same time, it deepened the mentoring skills and relational awareness of experienced professionals, building a future-facing network of support. GROW Tunisia contributed to ecosystem sustainability by actively building the capacity of Impact Partner to design and deliver mentoring programmes. This dual impact—on people and systems—reinforces the power of mentoring not only as a tool for personal growth, but as a long-term strategy to strengthen local entrepreneurial support infrastructure.

Want to strengthen your local ecosystem and empower entrepreneurs to grow with confidence?

Contact us now!