

FEMALE ENTREPRENEURSHIP

WITENO GMBH, GERMANY

1. "Mentoring for Women in Business in Mecklenburg-Vorpommern" and
 2. " CareerWaysMentoring Science "
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There are so far no programs at WITENO or in MV in general specially developed for women's start-ups; however, there are mentoring programs especially for women who address alternative paths to scientific careers or also opportunities in the companies themselves. This includes, among other things, the possibility of self-employment. WITENO employees (Wolfgang Blank, Gudrun Mernitz) have participated in the programs as mentors on several occasions, including the current program. WITENO therefore uses the program directly to promote and publicize the topic of entrepreneurship.

1. With the mentoring program " Mentoring for Women in Business in Mecklenburg-Vorpommern", women will be in companies and business-related institutions in Mecklenburg-Vorpommern accompanied. An experienced female or male manager (mentor) will support a female executive (mentee) in her personal and professional development for about 12 months. The mentees and mentors come from different companies (Cross-Mentoring), in order to benefit from different experiences and corporate cultures. The mentoring tandems will be supported by one of the six regional cross-mentoring projects individually. In addition, workshops and network events will be held within the framework of the programme for mentees and mentors offered by the Service Agency.

Who can become a mentor?

- Women and men:

- with many years of professional experience as an executive
- from all industries and business-related institutions
- with pleasure to pass on his/her knowledge and experience

- Advantages

- Gain of new impulses and points of view
- Exchange with other mentors and mentees
- Reflection on one's own professional and personal development
- Further development of consulting and leadership skills

- Participation in network events

Mentoring - The Procedure

- Selection of mentees and mentors:
- "Application" by women who are interested in mentoring
- Selection of a mentor from the mentor pool or Finding a suitable mentor
- Decision for cooperation after a 1st meeting
- Introductory workshop for mentees and mentors

Exchange phase:

- Discussion of development goals and expectations approx. every 6 weeks
- additional contact by phone or email, mutual visits
- joint participation in events possible

Accompanying training workshops supra-regional

- For the personal and professional development of mentees
- Career-relevant topics such as leadership, communication, conflicts
- Exchange between mentees

2. The project "KarriereWegeMentoring Wissenschaft" (MENTORING – SUCCESSFUL HUMAN RESOURCES DEVELOPMENT FOR YOUNG FEMALE SCIENTISTS) is part of a federal state mentoring initiative that the University of Rostock and the University Medicine Rostock (UMR) are implementing across universities in cooperation with the University of Greifswald.

KarriereWegeMentoring is supported by the federal state of Mecklenburg Vorpommern and the European Social Fund (ESF). Mentoring is instrumental at optimizing personal key competences for female early career researchers and supports female scientists to reach their highest potential by planning and developing their academic or extracurricular careers. Identifying and continuously developing their personal skills as well as building networks are systematically integrated in the career planning process.

The special focus of the mentoring programme is on one-to-one mentoring, i.e. each mentee is individually accompanied in their personal career planning by a mentor. In addition, a high-quality seminar program on topics such as self-marketing or career planning is offered. The two network events on "Successful Careers" and "Research Promotion" are about getting in touch with established women in order to share their experiences and benefit from them. In peer mentoring, mentees work on self-defined topics in a peer group of 5 to 6 mentees. They support each other effectively and deal intensively with their own goals and progress. The

mentees learn the method of "collegial counselling". The result is a competitive exchange at a very high level, which also benefits from the fact that the mentees come from different specialist areas.

The mentoring programmes last for

- 22 months for postdocs and junior professors
- 16 months for PhD students

THE PROGRAMME ELEMENTS

The Mentoring Relationship

Central element of the programme is the mentoring relationship between mentor and mentee. The programme supports mentees with the selection (the matching) and the establishment of the mentoring relationship, the so-called tandem. The most crucial aspects here are a non-hierarchical exchange of experiences with the mentor, stimuli for one's own career, the informal knowledge of the unwritten rules of the future fields of activity, and strategic contacts into the scientific community.

The Seminar Programme

The high-quality seminar programme is geared towards the specific career path of young female scientists, addresses the gender-specific structures of academia, and prepares purposefully for future leadership and management duties through the following seminar topics:

- Career Planning
- Communication and Conflict Management
- Self-Marketing
- Strategic Network Analysis
- Human Resource Management
- Work-Life-Balance

The Networking Events

Mentees meet other young female scientists and invited guests to discuss career-relevant issues.

THE PEER MENTORING

With the help of collegial advice, mentees grapple with their personal goals and progress. An interdisciplinary exchange at the highest level and free of competition develops.

For more information on "Mentoring for Women in Business in Mecklenburg-Vorpommern" and "CareerWaysMentoring Science", WITENO GmbH

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