



Business Mentoring and Support

Mentor Panel



MENTOR

Jane Leslie

Principal Consultant &
Small Business Mentor
AERIUM

Jane is an accredited business coach who brings 20+ years' experience in supporting small business and corporations in the areas of business operations, leadership, people management, growth strategies and communications.

Jane has worked one on one with numerous small businesses across the retail, tourism, professional services, technical services and social service sectors to develop business strategies, disaster and COVID recovery plans, people management plans and sales strategies.

Mentoring Experience

- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current)
- Small Business Victoria workshop facilitator (current)
- Small Business Bushfire Recovery Program (2019-2020)
- Latrobe Valley Business & Industry Capability Mentor (2020)
- Latrobe Valley Supply Chain Transition Program Mentor (2017-2020).

Mentoring expertise and knowledge

- Establishing your business
- Business planning and growth strategies
- Implementing change and business improvement
- Managing staff
- Workflow management, systems and tools.

What is your mentoring approach and session objectives?

My approach is to be a strategic sounding board to help mentees clearly identify the 'now' and 'where' do they want to be in their business.

With a focus on understanding current and future business challenges and opportunities, I help mentees to make sense of the important few actions that will bring the greatest value or change to their business.

My objective is to help mentees establish key success factors and priority actions in the short, medium and long term so that they feel focussed, supported and confident to take the next steps.

What takeaways can a mentee expect from your mentoring sessions?

- 1 A sense of being back in control.
- 2 Armed with clear and priority actions needed to move forward with confidence.

What are the benefits for the mentee?

- 1 An opportunity to step outside the 'working in the business' to 'working on the business'.
- 2 An independent and experienced sounding board to validate their thinking.
- 3 Increased confidence in themselves and their abilities.
- 4 Being organised and able to work on specific tasks that specifically drive business growth and profit.

What topics are covered in your areas of expertise?

Included, but not limited to:

Establishing Your Business

- Business structure
- Establishing roles & responsibilities
- Business planning & growth strategies
- Engaging external advisors
- Products & pricing
- Sales & marketing planning
- Business systems & tools
- Risk management / OHS essentials.

Business Planning and Growth

- Situation & Needs Assessment
- Market Intelligence
- SWOT & Competitor Analysis
- Business Model & Market Positioning
- Sales & Marketing Strategy
- Action Road Map
- Understanding customer needs / problems
- Determining & enhancing the Value Proposition
- Business modelling.

Sales & Marketing

- Establishing an actionable sales & marketing plan
- Winning work – how to write proposals.

Managing Staff

- Fairwork Australia guidelines
- Staff recruitment including role descriptions, contracts, background checks
- How to delegate effectively
- How to run effective meetings
- Managing performance issues
- Workplace culture
- Dispute / conflict resolutions
- Records management
- HR policies & procedures.

Workflow Management

- Systems / tools
- Creating repeatable & scalable processes
- Checklists / workflows
- Finance systems
- Time & task management.



“ My approach is to be a strategic sounding board to help mentees clearly identify the 'now' and 'where' do they want to be in their business.”



MENTOR

Ryan Leslie

Principal Consultant
AERIUM

Ryan has 20+years' experience in business development and transformation, project management, engineering, product development, innovation, intellectual property, market research and marketing. His career spans various industries including power, mining, professional & technical services, manufacturing, wholesaling and retail.

An accredited Small Business Victoria facilitator specialising in business planning, management and marketing.

Mentoring Experience

- Small Business Victoria workshop facilitator (current).
- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current).
- LEANSTACK Innovation Mentor (current).
- Startup Gippsland Mentor (current).
- Automotive Supply Chain Transition Program and Latrobe Valley Supply Chain Transition Program Mentor (2017-2020).
- Bushfire Business Recovery Program (2019-20)

Mentoring expertise and knowledge

- Establishing your business
- Business planning and growth strategies
- Sales and marketing
- Workflow management, systems and tools
- OHS, environmental or quality compliance
- Risk and resilience management.

What is your mentoring approach and session objectives?

My approach is always with an open mind and listening ear to gain an understanding of current business challenges and goals. This in turn helps to quickly establish the priority areas of support needed.

My objective is to establish key success factors and priority actions in the short, medium and long term, which can then be applied with practical tools and methods for time-poor owners and managers to implement.

What takeaways can a mentee expect from your mentoring sessions?

A fresh perspective and practical approach to business management and growth.

What are the benefits for the mentee?

- 1 A business diagnostic (health check) – deep understanding of where their business is at using a score-based capability assessment.
- 2 Industry benchmarking.
- 3 Access to experts and associates.
- 4 Prioritised action plan.

What topics are covered in your areas of expertise?

Establishing Your Business

- Understanding customer needs / problems
- Determining & enhancing Value Proposition
- Business modelling
- Short-circuit learning

Business Planning and Growth

- Strategic planning framework:
- Situation & Needs Assessment
 - Market Intelligence
 - SWOT & Competitor Analysis
 - Business Model & Market Positioning
 - Sales & Marketing Strategy
 - Action Road Map

Sales & Marketing

- Market segmentation & sizing
- Target customer identification & profiling
- Formulation of the 7P's of marketing
- Brand development & protection
- Sales & promotional strategy

Managing Staff

- Activities, workflow & risk assessment
- Identification of best practices including apps, tools, ITC systems or specialised software

Workflow Management

- Introduction of OHS & quality management systems
- Audit preparation

Risk & Resilience Management

- Commercial / Financial risk assessment
- Development of business continuity plans



“ My approach is always with an open mind and listening ear to gain an understanding of current business challenges and goals. This in turn helps to quickly establish the priority areas of support needed.”



MENTOR

Jodie Willmer

Senior Associate
AERIUM

Jodie brings a wealth of business management experience from working in leadership roles within a broad range of sectors including Tourism, Not for Profit, Social Enterprise and Small Business before commencing her work as a consultant specialising in business strategy, planning and marketing.

Mentoring Experience

- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current).
- Changemaker Associates assisting small business owners with their business planning and growth strategies (current).
- Small Business Victoria assisting businesses impacted by 2019-20 bushfire season.
- Small Business Mentoring Service (SBMS) helping business owners overcome challenges and achieve goals (as a volunteer business mentor).
- Victorian Tourism Operators Association (VTOA) assisting with product development, industry standards and accreditation.

Mentoring expertise and knowledge

- Establishing your business
- Business planning and growth strategies
- Sales and marketing
- Managing staff
- Workflow management, systems and tools.

What is your mentoring approach and session objectives?

My approach is to be a strategic sounding board and help business owners reduce overwhelm and tame the chaos.

I help people make sense of what is happening now, understand what needs to happen next and together, identify the priorities and steps required to get things done.

My objective is to ensure the mentee feels focussed, clear on their priorities and confident to take next steps.

What takeaways can a mentee expect from your mentoring sessions?

- 1 A sense of being back in control.
- 2 Greater clarity on priorities and the actions needed to move forward with confidence.

What are the benefits for the mentee?

- 1 Increased confidence in themselves and their abilities.
- 2 Being organised and able to work on specific tasks that specifically drive business growth and profit.
- 3 Able to stop worrying about messy / unresolved tasks – achieving progress and sleeping better at night.

What topics are covered in your areas of expertise?

Establishing Your Business

- Business structure
- Establishing roles & responsibilities
- Business planning & growth strategies
- Engaging external advisors
- Products & pricing
- Sales & marketing planning
- Business systems & tools
- Risk management / OHS essentials

Sales & Marketing

- Establishing actionable sales & marketing plan
- Communicating effectively with prospects and clients
- Simple ways to write compelling sales quotes / proposals / grant applications / award / tenders / award submissions

Managing Staff

- Fairwork Australia guidelines
- Staff recruitment including role descriptions, contracts, background checks
- How to delegate effectively
- How to run effective meetings
- Managing performance issues
- Workplace culture
- Dispute / conflict resolutions
- Records management
- Fraud prevention

Workflow Management

- Systems / tools
- Creating repeatable & scalable processes
- Checklists / workflows
- Finance systems
- Time and task management



“ I help people make sense of what is happening now, understand what needs to happen next and together, identify the priorities and steps required to get things done. ”



MENTOR

Penny Glover

Senior Associate
AERIUM

Penny is a business coach, facilitator, trainer, educator and small business mentor with 20+ years' experience.

Penny has worked with clients in the building and construction, automotive, aviation, manufacturing, health, education, hospitality and service industry, emergency services and government sectors. She has developed and delivered workplace learning and development solutions for a range of public and private sector organisations including Bosch, Air Services Australia, MNAV, Crown Melbourne, Eastern Health, CFA, ATO, Department of Defence, Department of Health and Human Services and several local councils.

Since 2005 she has run her own business consultancy practice.

Mentoring Experience

- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current)
- Small Business Victoria Workshop facilitator
- Professional development mentoring for industry clients

Mentoring expertise and knowledge

- Establishing your business
- Business planning and growth strategies
- Managing staff
- Training and certification
- Workflow management, systems and tools.

What is your mentoring approach and session objectives?

Each session begins with a recap of the mentee's previous mentoring session; creating continuity is critical in guiding progress.

Together we identify key priorities and goals ensuring they align to the mentee's overall objectives that have been established in their mentoring journey.

My objectives are to:

- Facilitate mentoring sessions that are tailored to the specific needs of the mentee.
- Develop a relationship of trust and respect to ensure the mentee is comfortable discussing business issues to help the business thrive.
- Elicit and establish the key priorities identified by the mentee.
- Provide guidance, support, new perspectives and practical strategies and tools to address matters raised.
- Develop targeted strategies and action to facilitate sustainable business growth and success.
- Ensure the mentee leaves each session with a practical and achievable action plan that identifies strategies to progress their business.

What takeaways can a mentee expect from your mentoring sessions?

- 1 Clarity around what's needed to achieve business growth and success.
- 2 An action plan including practical and achievable strategies that address key issues and concerns.
- 3 New ideas or approaches that may not have previously been considered.
- 4 Skills to implement and maintain the changes needed to succeed.

What are the benefits for the mentee?

- 1 Clear understanding of key areas to be addressed for their business to grow and flourish.
- 2 An achievable plan to progress their business and maintain a competitive edge.
- 3 Strategies, tools and techniques to achieve business goals and objectives.
- 4 Confidence in their knowledge, skills and abilities.

What topics are covered in your areas of expertise?

Establishing Your Business

- Market research and business feasibility
- Business structure & name registration
- Business planning
- Marketing your business
- Employing staff

Business Planning and Growth

- Writing a sustainable business plan including:
- Products / Services
 - Structure
 - Staffing / Roles
 - Marketing
 - Competition
 - Finance
 - Growth opportunities

Managing Staff

- The process of hiring the right people
- Strategies to retain your best people
- Performance management and appraisals
- Coaching, mentoring and training staff

Workflow Management

- Lean techniques, systems and tools to identify areas for improvement
- Map value stream with view to implement efficient and sustainable work flow systems

Training and Certification

- Training needs analysis / skills audit
- Establish training and certification requirements



“ My objective is to ensure the mentee leaves each session with a practical and achievable action plan that identifies strategies to progress their business.”



MENTOR

Rob Nagy

Senior Associate
AERIUM

Rob has vast business experience working for corporate entities such as GE, IBM Global Services, French-owned aerospace company, Thales and an international role managing the Asia-Pacific distribution channel of NASDAQ-listed Embarcadero Technologies.

Working with highly motivated business owners and leaders is what Rob is most passionate about, having assisted hundreds of businesses develop market opportunities through transformational approaches and solving real-world business problems.

Mentoring Experience

- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current).
- Changemaker Associates assisting small business owners with their business planning and growth strategies (current).
- Small Business Victoria assisting businesses impacted by 2019-20 bushfire season.
- Small Business Mentoring Service (SBMS) helping business owners overcome challenges and achieve goals (as a volunteer business mentor).
- New Enterprise Incentive Scheme (NEIS) helping businesses with their online marketing.
- Centre for Multicultural Youth (CMY) helping people from migrant and refugee backgrounds establish their business (as a volunteer business mentor).

Mentoring expertise and knowledge

- Establishing your business
- Business planning and growth strategies
- Sales and marketing
- Digital expertise

What is your mentoring approach and session objectives?

I approach each mentoring session with the intention of understanding where things are at and helping the mentee arrive at solutions that work for them and their business.

My objectives for each session are to:

- Understand what the mentee wants to achieve.
- Understand the current business situation.
- Help identify and explore two or three realistic and achievable options.
- Providing guidance and support in making business decisions and committing to follow through.

What takeaways can a mentee expect from your mentoring sessions?

- 1 Greater clarity on goals and objectives.
- 2 A way forward that is realistic and achievable.

What are the benefits for the mentee?

- 1 Increased confidence in their own business decisions and direction.
- 2 A greater sense of control within their business.

What topics are covered in your areas of expertise?

Establishing Your Business

- Choosing the right business structure
- Registering a business name and web domain
- Promoting the business

Business Planning and Growth

- Setting financial goals for growth
- Creating a pricing strategy that works
- Identifying and capitalising on future trends

Sales & Marketing

- Selling more of your products and services
- Creating compelling offers
- Reaching your ideal target market

Digital Expertise

- Getting your website up and running
- Making the most of social media
- Generating leads on autopilot



“ I approach each mentoring session with the intention of understanding where things are at and helping the mentee arrive at solutions that work for them and their business.”



MENTOR

Trish Medwell

Senior Associate
AERIUM

Trish is a marketing professional with more than 25 years' experience in senior management roles responsible for brand, marketing and commercial growth. Throughout her career she has worked with iconic brands across several industries including property, professional services, retail, and sport and recreation.

Trish specialises in the customer journey lifecycle from brand awareness and lead generation to conversion and customer advocacy. Developing creative and cost effective strategies using content and social media marketing to help brands stand out from the clutter.

She understands the power of social media marketing for business and how attracting and influencing customers with the right content via the right channels leads to decision making, action and ultimately business growth.

Mentoring Experience

- VCCI Small Business Mentoring Program assisting businesses impacted by COVID (current).

Mentoring expertise and knowledge

- Sales and marketing
- Digital expertise

What is your mentoring approach and session objectives?

My approach is one of enthusiasm and eagerness for sharing my relevant expertise and knowledge. I aim to quickly establish rapport and help the mentee clarify what they want to accomplish and how best to utilise our time together.

My objectives are to:

- Review the status quo to ensure the basics are in place.
- Prioritise activities to achieve "quick wins".
- Offer tailored solutions – new ideas, concepts or strategies that can be implemented in accordance with mentee's time, budget or resource constraints.
- Provide meaningful resource materials – e.g. templates, guides, checklists and how to's for future reference.
- Identify cost effective and strategic pathways to achieve business growth.

What takeaways can a mentee expect from your mentoring sessions?

- 1 Positive change.
- 2 Knowledge, new skills and understanding.
- 3 Best practice.

What are the benefits for the mentee?

- 1 Dedicated time to stop, assess and reset.
- 2 Renewed enthusiasm and business confidence.
- 3 Free advice, guidance and support that may otherwise cost hundreds, or even thousands, of dollars to obtain.

What topics are covered in your areas of expertise?

Sales & Marketing

- Brand positioning / value proposition / key messaging
- Target audiences
- Setting goals / objectives
- Integrated marketing and communications planning:
 - Online marketing (website / social media)
 - Direct marketing (email / mail)
 - Campaign modelling
 - Lead generation
- Database:
 - Growth
 - Segmentation
- Customer journey:
 - Awareness / Education / Consideration / Conversion
- Customer Experience
- Customer Satisfaction Surveys
- Referral Programs
- Advertising
- Content marketing:
 - news / articles / blogs / tips / how to's / videos / guides / checklists
 - Visual asset requirements

Digital Literacy

- Web content / design
- Social media strategy
- Content generation and planning
- Advertising
- Lead generation
- Customer experience
- Digital assets
- Analytics / reporting
- Systems / tools



“My approach is one of enthusiasm and eagerness for sharing my relevant expertise and knowledge. I aim to quickly establish rapport and help the mentee clarify what they want to accomplish and how best to utilise our time together.”