**The Excellence in Enterprise Mentoring Awards 2013**

**NOMINATION FORM - EXPORTING**

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| Nominating mentoring organisation: Contact nameContact details (email and phone) | **Award category: Exporting**Sponsored by:C:\Documents and Settings\tom.howitt.INTERNAL\Desktop\LOGOS\EY_Logo2.jpg |
| Business being nominatedContact details (email and phone) |
| Mentor being nominated:Contact details (email and phone) |

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| **Background***Describe the business being mentored. What sector are they in, how big in terms of headcount and turnover, how long has the business been running? Are there any notable market dynamics? (250 words max use 10 point)* |
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| **Challenge***What was the challenge that faced the business and how did the business think a mentor could help? (150 words max. Use 10 point)* |
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| **Solution and results***Describe the mentoring relationship – initial matching, frequency of meeting, ease of relationship. Success steps along the way. How did the mentoring relationship evolve? How long did it last? How did the mentor help with the challenge faced? At the conclusion, what were the results and what were the benefits to both business and mentor? (500 words max Use 10 point)* |
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**Please remember what the judges will be looking for: Mentoring**

* An early understanding of the challenge facing the business
* Clearly stated objectives for the mentoring relationship
* Effective use of time and resource
* A highly effective and successful mentoring relationship
* Significant benefits to the business

**Diversity**

* An understanding of the overseas market
* Having the finance in place to fund new markets or expansion of existing (if relevant)
* Identification of the risks involved in exporting and how these were dealt with
* Increased export turnover or sales in new markets
* Evidence of an ethical and sustainable approach to business