

# Mentoring Newsletter

2023 Spring Edition

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## My Mentoring Story Series



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ASIA INSTITUTE OF MENTORING

To share. To learn. To impact lives



# Word from our Founder



Welcome to the 2023 Edition of the Mentoring Newsletter from the Asia Institute of Mentoring (AIM)!

AIM is the first organization in Asia (and the world) to focus on growing mentors, raising the quality and setting the standard in mentoring, bringing mentoring to the spotlight, and promoting mentoring as a life philosophy.

Launched less than four years ago, on January 11 2019, AIM is today Asia's leading institute in mentor training and certification. We have organized over 150 events (workshops, webinars, fireside chats, etc.) with over 12000 participants, conducted 15 cycles of mentorship programs involving over 700 mentors and mentees, and 10 runs of Certified Professional Mentor (CPM) training program. These AIM initiatives collectively demonstrated the power of the community, and the unifying power of mentoring-driven human connections and care for the human spirit, showing that it is in giving that we receive.

Today the community has grown to over 6000 strong, comprising over 400 mentors across nearly 30 industry sectors.

When we started 2022 with the launch of the AIM 22 Mentoring Movement to bring hope and optimism in the emerging new normal, we wanted to shine a spotlight on many of the mentors who have been leading the charge in this mentoring movement, within the AIM community also out there in the society. Many have participated in AIM-organized events as mentors, speakers and special guests; others are key influencers and leaders in their industries and the society. The My Mentoring Story project was born, and continues to this day and into 2023 with our AIM 23 Mentoring Movement (AIM 23).

My Mentoring Story is a series of short video interviews of these pioneering mentors - their experiences and mentoring stories as seen thru their eyes and told in their own voices - on their personal journeys to inspire and

guide others to a greater height whether in business, career, family, personal development, self-actualisation - on their way to becoming a better version of themselves.

This Mentoring Newsletter is our way to bring their stories to you - and out to the broader community.

In a fast-paced world where the only constant is change and the future is all but certain - and where our planet faces unprecedented challenges - the work of mentors and mentoring has never been more important and more urgent. There is an urgent need for each of us to draw on our strengths and creative potential as human beings, to connect with our higher self and our deeper purpose to contribute towards humanity in a positive and impactful way. Mentors are our guides on this journey.

And as such, mentoring is a foundation for a kinder, gentler, more inclusive, more just and more sustainable world.



**Yen-Lu Chow**

Founding Executive Chairman  
Asia Institute of Mentoring





# Ron Kaufman

World's leading educator, motivator and influencer for lifting customer service and building sustainable services cultures.

Ron Kaufman shares his extensive experience and insights on mentoring by providing some context about his journey which started in the 1990s. He has dedicated his life to traveling and helping leaders, teams, and organizations succeed with his service. Ron also speaks about the significance of mentors in his life, including his grandmother, Buckminster Fuller, and Dr. Fernando Flores.

His journey in mentoring began as a mentee and it wasn't until later in life when he had some wisdom to impart that he could take on the role of mentoring others. He has since enjoyed mentoring people around the world.

Ron is known for his "Morning Walks with Ron", where he listens to people's stories, dreams, and backgrounds while walking to a coffee shop. He has helped many people succeed in their careers, and also goes beyond just giving professional advice. Ron asks meaningful questions about how people's careers fit within their lives and how it influences their families.

Ron emphasizes that mentoring is different from giving advice or providing a listening ear. As a mentor, he takes the role seriously and always writes back to people who request his services. He values people who take the time to reflect on themselves and seek counsel, and he encourages all mentees to do some homework before reaching out to a mentor. It's crucial to prepare, organize their thoughts, contextualize and express their questions.

He ends by highlighting that mentoring is about guiding people, not telling them how to live their lives. Mentoring is an opportunity to meet opportunity, and it can be beneficial for anyone in any walk of life. Overall, Ron's insights on mentoring are invaluable and can help anyone who is thinking about starting their own mentoring journey either as a mentor or mentee.





Alice Ho

Alice began her journey as a mentor when she saw the breakout of the Afghanistan war over the news last year. With the caboose and Afghan women being forced to stop their education, she realized that she can help this special group of women who managed to take refuge in the Netherlands given her experience of integrating and working in a Dutch company. She believed that she could guide them through mock interviews, how to find a job, how to integrate with a Dutch company, and cover the big topics of personal development as well as leadership development.

Alice's most memorable moment as a mentor was when she advised a young aspiring lady who works in a not-so-common industry. The lady was losing her confidence because she felt that people did not take her seriously as a female in a male-dominated industry. Alice advised her that what really makes people listen to you is based on what you say and think. Alice recommended arranging for coffee sessions to bridge the relationship with senior management so that they take notice of her and the results came out well. She takes a step further and decided to also become a mentee as she wanted to learn how to be her own boss and turn her entrepreneurial ideas into concrete actions.

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### Singaporean living in the Netherlands with over 23 years of experience in leadership roles over global companies.

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Alice's experience with the Asia Institute of Mentoring was great. She enjoyed the AIM way of doing things and meeting new people from different countries with varied experiences.



She also advises aspiring mentors and mentees to be personable and put down their ego as her most valuable learning as a mentor/mentee was not to be afraid to step up and ask for help. Alice also emphasized that talking to people and listening to their stories helps a lot because everyone has their own story to tell, and this can lead to deeper self-reflection and clarity.

Overall, Alice's experiences and advices show the importance of mentoring and how it can benefit both the mentor and the mentee.



Stephen shares his insightful experiences and perspectives on mentorship as he reflects back on his journey both as a mentee and a mentor.

His mentee journey began as a junior in the counseling group of KPMG, one of the big four professional service firms. This allowed him to have one-on-one sessions with leaders which were valuable sessions for him as he was not only given advice but had a platform built for him to launch and fully understand what was required of him to become a partner. Stephen's mentor gave him specific advice tailored to his unique role and aspirations.

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### **A retired independent consultant with a background in leadership and organizational development**

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It was clear that the journey would be harder due to his non-accounting background, but it was also an opportunity for him to make an impact in a different way. Thus, his mentor's guidance and support were instrumental in helping Stephen achieve his goal of becoming a partner.

As a mentor, Stephen had to focus on each mentee as everyone has unique strengths, aspirations, and dreams. He emphasizes the importance of customization and adaptation to each mentee's needs to make the mentoring relationship effective. As a mentee himself, Stephen also learned quite a bit such as having the courage to speak up, articulate goals, and prepare for each mentoring conversation beforehand. He encourages aspiring mentees to not be afraid to ask for help and to be open and honest about their ambitions and vulnerabilities.

Stephen believes that mentorship is a calling and that people who are intent on helping others should choose it. Despite acknowledging that not everyone wants to be a mentor, he encourages all to impart their experiences and knowledge to benefit others. He advises aspiring mentors to have the intent to help as their experience can benefit someone else.

Stephen's journey and experiences are a testament to the power of mentorship and how it can positively impact both mentor and mentee.



**AIM 23 Mentoring Movement (AIM 23)** is the latest initiative from AIM, to bring hope and support as we navigate through an ever changing environment in the World today.

Our goal is to have people mentoring forward this coming year, through acts of generosity giving, caring and kindness, and to continue to build on it every year for the next decade.

We wish to reconnect as many people as possible back to the core of humanity – the human spirit – and elevate it new heights.

The AIM 23 Mentorship Program is **open to the public** and is available for people of all walks to sign up.

# Mentor or Mentored

A promotional graphic for the AIM 23 Mentoring Program. It features a central image of hands holding a glass globe containing a small tree. The background is light blue with yellow starburst patterns. On the right, the Asia Institute of Mentoring logo is shown with the tagline 'To share. To learn. To impact lives'. Below the logo, it says 'Join us today in our 3-Month Mentoring Program'. Further down, it states 'Registration deadline: 30 April 2023' and 'Program kick-off May 2023'. A QR code and a hand holding a smartphone are also present. At the bottom left, the text 'AIM 23 Mentoring Program' is written in orange, followed by 'To share. To learn. To impact lives.' and a URL: 'https://asiainstituteofmentoring.com/be-an-aim23-mentee'.

The program is a robust one-on-one mentoring program of 3-month duration, where sessions are either held online or face-to-face as agreed between the Mentor & Mentee. It will require participants to commit to a minimum time of 2 hours a month for the 3-month period.

**Our next intake will start in May** and we are open for registrations now. *(Deadline 30 April 2023)*

If you have already benefited from this platform and from mentoring, you can show your appreciation to the mentor with a nice appreciation or testimonial on their LinkedIn profile.

Even better, pay it forward by becoming a volunteer mentor yourself!



Join our Mentor Training Program  
**TO SHARE. TO LEARN. TO IMPACT LIVES.**  
asiainstituteofmentoring.com



## **CERTIFIED PROFESSIONAL MENTOR (CPM)**

April 17 & 24  
May 1, 8, 15, 22 & 29

# Get yourself certified

The **Certified Professional Mentor (CPM) program** is AIM's flagship 4-day 7-module intensive holistic mentor training program to provide a solid foundation in the art and science of mentoring.

The CPM Certification Process includes a mentoring practicum where the candidate is required to complete 2 mentorship cycles (each 3 to 6 months in duration within a 12-month timeframe).

At the completion of the program, you will receive a certification as an AIM Certified Professional Mentor (CPM).

Dates: 17 & 24 April; 1, 8, 15, 22 & 29 May 2023

Time: 19:30 - 21:30 SGT (GMT+8)

Mode: Live Online via Zoom

Fees: SGD\$700 (*Highly subsidized by AIM as part of our social mission*)

The AIM CPM program is part of a broader strategy to bring Mentoring to the forefront of personal and professional development through a formalized training and certification process. By cultivating a community of qualified mentors, this would allow the impact to be scaled quickly in order to see a positive outcome.

It is our mission at Asia Institute of Mentoring (AIM) to build a kinder, gentler and more inclusive society through mentoring.

# Join us Today



## Volunteer with us and bring Mentoring to everyone.

If you are looking for an opportunity to work alongside serial entrepreneurs, senior corporate executives, and be part of our small yet highly effective team of committed volunteers, join us by signing up at our website to be an AIM Volunteer.

Together, we can create an Asia-based people-powered mentoring movement to move people - to give forward, to transform, to harness the deep human potential and create social impact - bringing about a kinder, gentler, more inclusive, more just and sustainable world for all.

Your contribution makes a huge difference!

## Contribute a little more & join us as a Member

As a Member of AIM, you are a valued contributor and co-creator of our community. You can enjoy membership benefits all year round and this is available to anyone who wishes to explore the opportunity to learn more about mentoring and for those who wish to give back to the community through mentoring.

We welcome members who want to be actively involved in AIM's vision of creating a kinder, gentler more just society through mentoring.

Basic
<b>\$ 120 .00</b> / annual
Access to Learning Circles
Access to Mentoring Engagements
Access to all Webinars & Fireside Chats Recordings
Access to Premium Content in Resource Centre
10% discount to CPM Program
10% discount to Premium Events
<i>Estimated value: 5-10X annual fee</i>
<a href="#">Sign Up Now</a>

Premium
<b>\$ 200 .00</b> / annual
Access to Learning Circles
Access to Mentoring Engagements
Access to all Webinars & Fireside Chats Recordings
Access to Premium Content in Resource Centre
20% discount to CPM Program
25% discount to Premium Events
Access to form your own or join Mentor Circles
<i>Estimated value: 10-20X annual fee</i>
<a href="#">Sign Up Now</a>



AIM 23 Community Partners



For further enquiries about our programs, do not hesitate to drop us an email at:  
[hello@asiainstituteofmentoring.com](mailto:hello@asiainstituteofmentoring.com)

Follow us on our socials to get more updates about our programs



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