

# Asia Institute of Mentoring MENTORING NEWSLETTER

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Autumn Edition

Interested to find out more about AIM and what is mentoring all about?

Join us for an amazing night of networking over a wine tasting event. Sign up today and bring a friend along for free!

\*Limited seats available, based on first come first serve basis.

Register here >>



**AIM SOCIAL NIGHT:  
MENTORING COMMUNITY**

Tuesday 12 September 2023 | 19:00 - 20:30 SGT

Location:  
Petersons Wines Singapore  
22 Emerald Hill, 229304

Dress code: Smart casual

Entry Fees:  
Public - \$20 SGD; AIM Members - Free  
\*2nd person attends for free

**SIGN UP FAST!**

\*Limited slots available due to indoor setting.

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Mentoring is a powerful tool that can make a significant impact at any age and stage of life. It is a dynamic relationship where an experienced individual provides guidance, support, and wisdom to a mentee, helping them unlock their full potential. Whether you are a recent graduate stepping into the corporate world, a mid-career professional seeking to elevate your skills, or an individual in transition exploring new opportunities, mentoring can provide invaluable guidance tailored to your specific needs.



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



**CERTIFIED  
PROFESSIONAL  
MENTOR (CPM)  
TRAINING PROGRAM**

2, 9, 16, 23, 30 October;  
6 & 13 November  
Every Monday, 7:30 - 9:30 PM

\*Limited slots based on first come first served basis  
For more information, email us at [hello@asiainstituteofmentoring.com](mailto:hello@asiainstituteofmentoring.com)



**AIM 23 Mentoring Program**  
To share. To learn. To impact lives.  
<https://asiainstituteofmentoring.com/be-an-aim23-mentee>



**Join us today  
in our 3-Month  
Mentoring Program**

Registration deadline:  
25 August 2023

Program kick-off  
Mid September 2023

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Mentor (CPM)

Enjoy Exclusive Benefits

Volunteer with us

Our Esteemed Partners

# Thank You LETTER

Welcome to the 2023 Autumn 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 in January 2019, AIM is today Asia's leading institute in mentor training and certification. We have organized over 200 learning events (masterclasses, webinars, fireside chats) with over 12000 participants, 16 cycles of mentorship programs involving nearly 750 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 450 mentors across nearly 30 industry sectors. We started 2022 with the launch of the AIM 22 Mentoring Movement to bring hope and optimism in the emerging new normal. We also 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 are key influencers and leaders in their industries and the society. The My Mentoring Story project was born.

My Mentoring Story is a series of short video interviews of these pioneering mentors - their mentoring experiences and 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 - on the 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. 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.



"Mentoring is a foundation for a kinder, gentler, more inclusive, more just and more sustainable world."

A handwritten signature in black ink.

Yen-Lu Chow  
Founding Executive Chairman  
Asia Institute of Mentoring

# My Mentoring Story

# STEVE MELHUIISH



entrepreneurs' growth. He found that he learned a lot from their challenges and enjoyed sharing his perspectives and learnings. He also discovered that he was drawn to the art of listening, which helped him understand the entrepreneurs' issues and connect the dots to help them succeed.

Melhuish's most memorable mentoring moment was when he was expanding Property Guru from one country to four countries. During this phase, he and his co-founder encountered several blind spots on scaling the business. In a 2½ hour mentoring session, Melhuish and his co-founder identified their blind spots with the help of an experienced mentor, who pointed out their mistakes and helped them improve their approach to scaling.

Melhuish's passion for mentoring is rooted in the personal benefits he has received from being mentored. He believes that having a sounding board and someone to help him understand the real issues and find solutions to problems was hugely valuable. He also realized that he enjoyed listening to people, understanding what makes them tick, and helping them solve their problems.

Melhuish's most valuable learnings as a mentor include being non-judgmental, asking open-ended questions, listening carefully, summarizing the problem, and sharing personal experiences rather than telling the person what to do. He advises aspiring mentors to get proper training to be a high-impact mentor and mentees to be vulnerable, find the right mentor, and be open to sharing their challenges.

In conclusion, Steve Melhuish's mentoring journey has been fulfilling, and he hopes to continue helping founders with investment, coaching, mentoring, or support to help them grow their businesses. He is passionate about climate change and social impact and is happy to talk to anyone interested in those spaces.

**M**elhuish is an accomplished entrepreneur from Singapore and having been building businesses for over 25 years in Asia and Europe, he found himself drawn to the art of mentoring around 2004. With his angel investing journey beginning around that time, he discovered that he thoroughly enjoyed helping other entrepreneurs build and grow their businesses.

Melhuish's mentoring journey began with his desire to contribute towards other

Over time, his interest in mentoring grew, and he began to focus on leadership and team building. He found that he could apply his mentoring skills to his own teams, where he offered mentorship to his leadership team and the next level down. Melhuish applied this approach at Property Guru, where he built a team of 1500 people in five countries across Southeast Asia.

He credits his former boss, wife, and the Entrepreneur Organization (EO) group as the most influential people in his life. These three people helped shape his leadership skills, listening abilities, and self-awareness.



Asia Institute of Mentoring (AIM) mentoring program has become the go-to platform for quality mentors with years of experience and knowledge to share, providing unwavering support and care to mentees. Many mentees have benefited from this timely help, and some are paying it forward by becoming mentors themselves.

One mentee, Hong Xia, spoke about how the program helped her during a difficult time in her life. She had just become a new mother, started a new job, and was dealing with the COVID-19 pandemic. She felt lost and needed guidance, which is where AIM's mentoring program came in. Through the program, she was paired with Tanya Sarin, who helped her stay focused on her goals and overcome her challenges.

# Our Mentoring Story

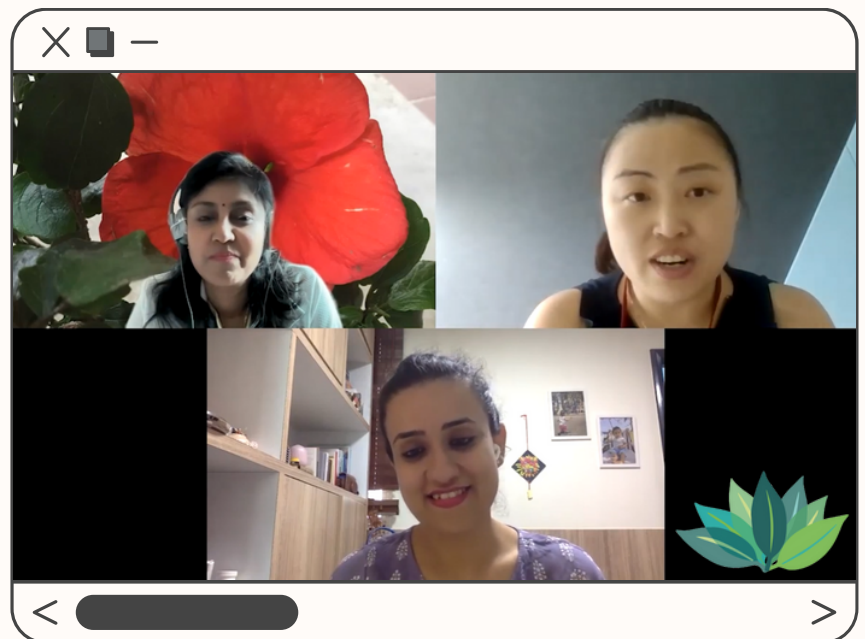
## TANYA & HONGXIA



Tanya, who has years of experience in mentoring and coaching, shared her most memorable moments with Hong Xia. They met face-to-face every Wednesday and discussed specific goals to work on and track their success. Tanya encouraged Hong Xia to apply their discussions back into her life, which helped her see changes and achieve her goals.

Both Tanya and Hong Xia shared their advice for aspiring mentors and mentees. Tanya emphasized the importance of having specific goals and tracking progress, while Hong Xia stressed the importance of being open and sharing your stories with your mentor.

The organization believes that everyone can learn and grow through mentoring and that mentoring is an effective way to help people reach their full potential.



The program's goal is to mentor people forward through the acts of generosity and kindness with planned activities and events. It's success is further enhanced by the initiative and openness of both the mentor and mentee, who are committed to helping each other reach their full potential.

AIM is proud to have made a positive impact on the lives of so many people. The program has become a pillar of strength for many mentees, and the organization looks forward to continuing its mission of mentoring people forward.

# BE A MENTEE *and* GET MENTORED

## IN OUR VERY OWN AIM 23 MENTORSHIP PROGRAM

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.

### What sets AIM 23 apart?

- **Diverse Mentors:** AIM 23 brings together a distinguished group of mentors from diverse backgrounds, industries, and expertise. Our mentors possess a wealth of knowledge and experience, ensuring a comprehensive learning experience for our mentees.
- **Tailored Guidance:** The program aims to match you with a mentor who aligns with your goals, aspirations, and areas of interest. This personalized approach ensures that you receive guidance tailored to your unique needs.
- **Holistic Development:** AIM 23 focuses on nurturing not only your professional growth but also your personal development. Our mentors will provide insights and strategies to help you thrive in both your personal and professional spheres.
- **Networking Opportunities:** Participating in AIM 23 opens doors to valuable networking opportunities. You will have the chance to connect with like-minded individuals, expand your professional network, and build meaningful relationships that can contribute to your future success.

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.

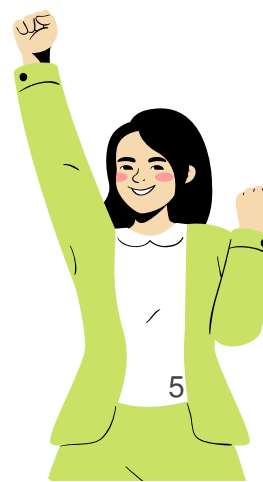
Our next intake will start in September and we are open for registrations now. (Deadline 25 August 2023)



We sincerely believe that mentoring has the power to unlock hidden potential and accelerate personal and professional growth. AIM 23 is your gateway to a **transformative mentoring** journey that will equip you with the tools and insights needed to thrive in various aspects of your life.

Don't miss out on this exceptional opportunity to be part of the AIM 23 Mentoring Program.

If you have already benefited from this platform and from mentoring, pay it forward by becoming a volunteer mentor yourself!



## YOUR GO TO

# MENTORING TIPS



## GETTING STARTED

- Gain clarity on career objectives and goals
- Identify 'hopes of achievement'
- Participate with an open mind and curiosity to learn



## COMMUNICATION

- Share goals with mentor openly
- Create a plan with reasonable timeline
- Open communications
- Respect each other boundaries



## WORKING TOGETHER

- Be proactive, consistent and responsible
- Listen actively and contribute in all conversations shared
- Allow for exploration of alternatives towards goal
- Jointly evaluate progress along the way
- Celebrate success and review key learnings/takeaways



## CONCLUSION & FOLLOW-UP

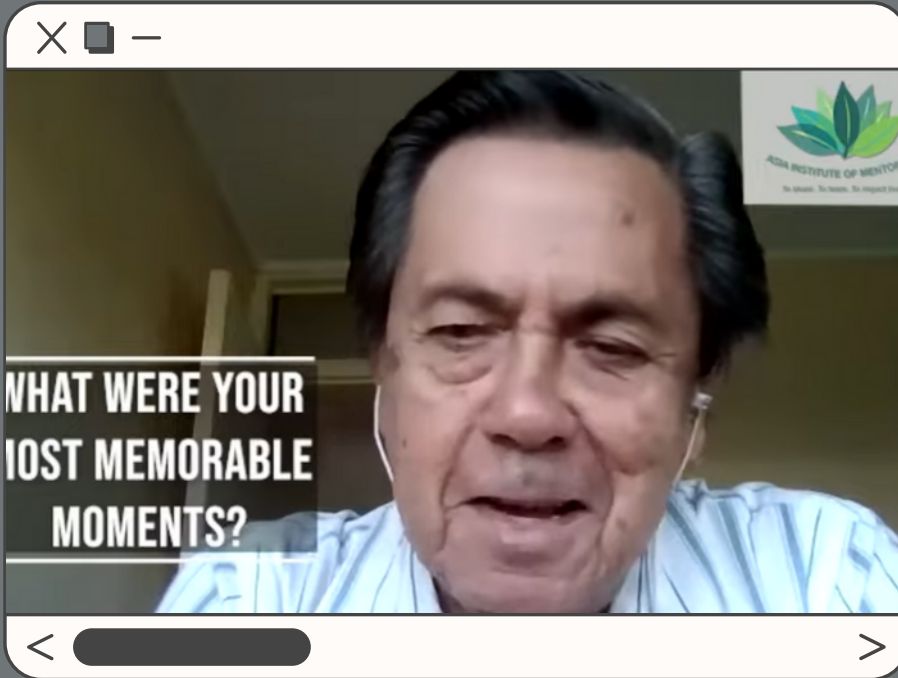
- Sincerely thank mentor for valuable insights and time spent
- Provide constructive evaluation/feedback of experience
- Continue mentoring journey with mutual consent



Infographic can be found on:  
<https://asiainstituteofmentoring.com/r/xRA>

# My Mentoring Story

## STEVE CORDEIRO



**C**ordeiro is a mentor who has been fortunate enough to have good mentors himself. He believes that mentoring is important because it allows individuals to share their knowledge and experience with others, particularly young entrepreneurs. Cordeiro has been working with young

entrepreneurs in Fiji, Tonga, and Samoa, helping them develop their business ideas and providing guidance and support.

Throughout his career, Cordeiro has recognized the importance of mentoring, which he learned at a young age from his mentors. He believes that mentoring is a way to give back and share knowledge. Steve Cordeiro's experience as a mentor has taught him that cultural differences play a vital role in the mentoring process. He stresses the need to recognize these differences and adapt the mentorship approach accordingly. Cordeiro believes that mentoring is not just about giving advice and support, but also about understanding the unique challenges and aspirations of each mentee.

Cordeiro also acknowledges the challenges that come with mentoring, including the need for commitment and dedication. He advises aspiring mentors and mentees to recognize that not every mentoring relationship will be successful, and that it takes time and effort to see results. Despite these challenges, Cordeiro believes that the benefits of mentoring - both for the mentor and the mentee - far outweigh the effort required.

Cordeiro credits the CPM program with teaching him a lot about mentoring and himself, and helping to develop a mentoring culture in the South Pacific. The program provided him with the opportunity to learn from other mentors and trainers, and to share his own knowledge and experience. Cordeiro is now working to develop a mentoring program in the South Pacific that is socially, culturally, and politically appropriate to the region's unique circumstances.

Overall, Steve Cordeiro's experience as a mentor highlights the importance of recognizing cultural differences when mentoring, the challenges faced by both mentors and mentees, and the tremendous satisfaction that comes from helping others.

# Inspire **OTHERS**

## AS A CERTIFIED PROFESSIONAL MENTOR (CPM)



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

2, 9, 16, 23, 30 October;  
6 & 13 November  
Every Monday, 7:30 - 9:30 PM

\*Limited slots based on first come first served basis  
For more information, email us at [hello@asiainstituteofmentoring.com](mailto:hello@asiainstituteofmentoring.com)

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: 2, 9, 16, 23 & 30 October; 6 & 13 November 2023

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

Mode: Live Online via Zoom

Fees: Early Bird Discount at SGD\$600 - Enjoy \$100 off our program from now till 25 August 2023.

(U.P. SGD\$700) (Highly subsidized by AIM to help advance our social mission to raise the quality of mentors and set the standard in mentoring)

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.



# Enjoy EXCLUSIVE BENEFITS



## STANDARD

\$120 sgd / year

- 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 ✓



## PREMIUM

\$200 sgd / year

- Access to Mentoring Engagements ✓
- Access to all Webinars & Fireside Chats Recordings ✓
- Access to Premium Content in Resource Centre ✓
- 20% discount to CPM Program ✓
- 20% discount to Premium Events ✓
- Access to form your own or join Mentor Circles ✓

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.

# VOLUNTEER *with us*

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!

## Our esteemed PARTNERS

### AIM 23 Community Partners



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

