

CORPORATE MENTORING IN ACTION: EMPOWERING LEADERS, ENABLING GROWTH

PROGRAMME SNAPSHOT

- **Client:** Lafarge Holcim
- **Years:** 2014 to 2015
- **Number of participants:** 32 mentors, 32 mentees
- **Participating country:** Egypt

Embedding a mentoring culture to drive internal transformation and external impact in Egypt's SME ecosystem

THE OBJECTIVES

Lafarge Holcim Egypt partnered with The Human Edge to deliver a 12-month Corporate Mentoring & Entrepreneurship (CME) Programme as part of their commitment to leadership development and corporate social responsibility (CSR).

This programme recognised that mentoring could be a powerful tool to develop people-centred leaders within the organisation, while also strengthening the entrepreneurial ecosystem in Egypt.

The programme was designed to:

- Develop the mentoring, leadership and interpersonal skills of mid- and senior-level employees within Lafarge Holcim
- Support the growth and sustainability of Egyptian SMEs by matching entrepreneurs with trained corporate mentors
- Foster intrapreneurial thinking and problem-solving capability within Lafarge Holcim to drive innovation and adaptability across the business

THE CHALLENGE

While mentoring offered clear value for both leadership development and CSR, it was a relatively new approach within Lafarge Holcim Egypt. The programme needed to build mentoring capability and culture from the ground up—supporting participants to develop the listening, self-awareness and relational skills essential for effective mentoring. Creating culturally relevant, trust-based relationships was especially important given the diversity of experiences between corporate mentors and local entrepreneurs.

OUR APPROACH:

The Human Edge implemented **a tailored 12-month a multi-cohort mentoring programme to blend and achieve their internal leadership development and corporate social responsibility objectives.**

32 mentors and **32 mentees** were trained, prepared, matched and supported. The programme included:

Mentor Training

Providing participants with the skills to mentor effectively in areas spanning personal confidence to strategic business scaling.

Mentee Preparation

Equipping mentees with the confidence and mindset to engage fully in the mentoring process.

Matching

Facilitating thoughtful mentor-mentee pairings that foster relationship building, constructive feedback and growth.

On-going Support

Including a 1-day refresher and quarterly check-ins with participants to gather feedback and ensure the long-term sustainability of mentoring relationships.

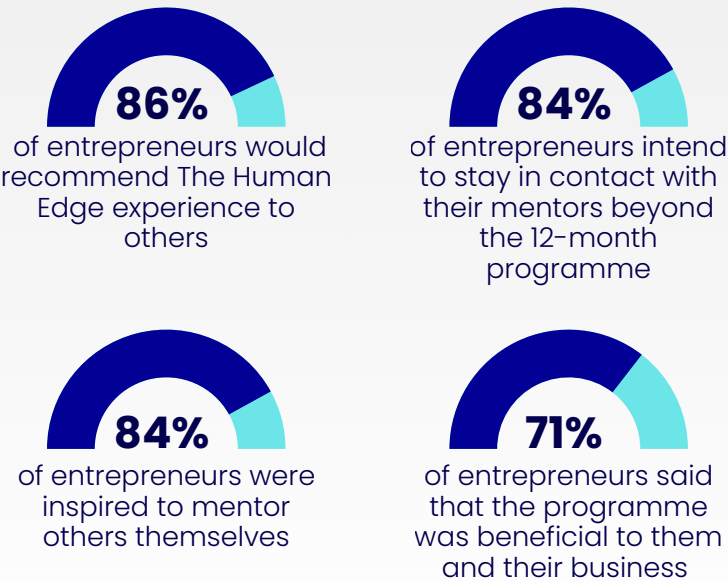


Over the year my mentor helped me to understand myself and my professional needs and to actually start moving my business and my personal development forward. That was the most important thing for me.

Aly Rafea, Entrepreneur

KEY OUTCOMES FOR ENTREPRENEURS
AFTER 12 MONTHS OF PROGRAMME

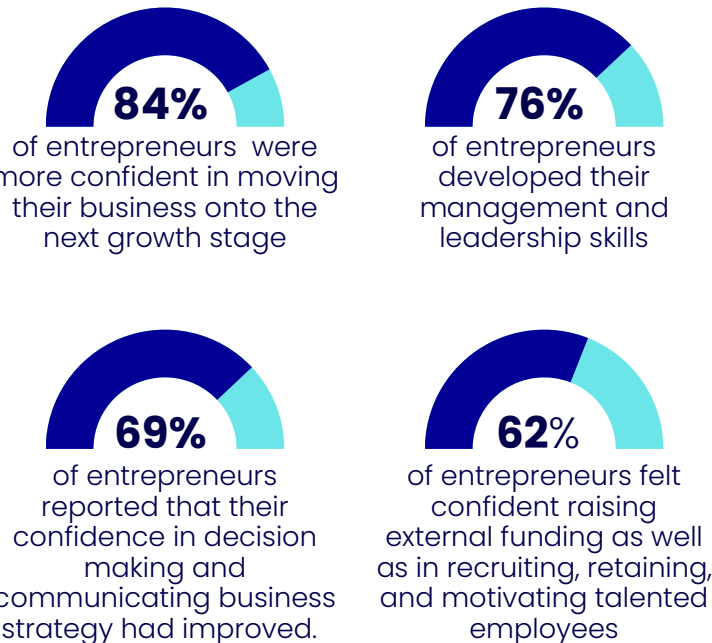
General Impact



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Patience and confidence are the best things I have learnt from my mentor
Mohammed Amr, Entrepreneur

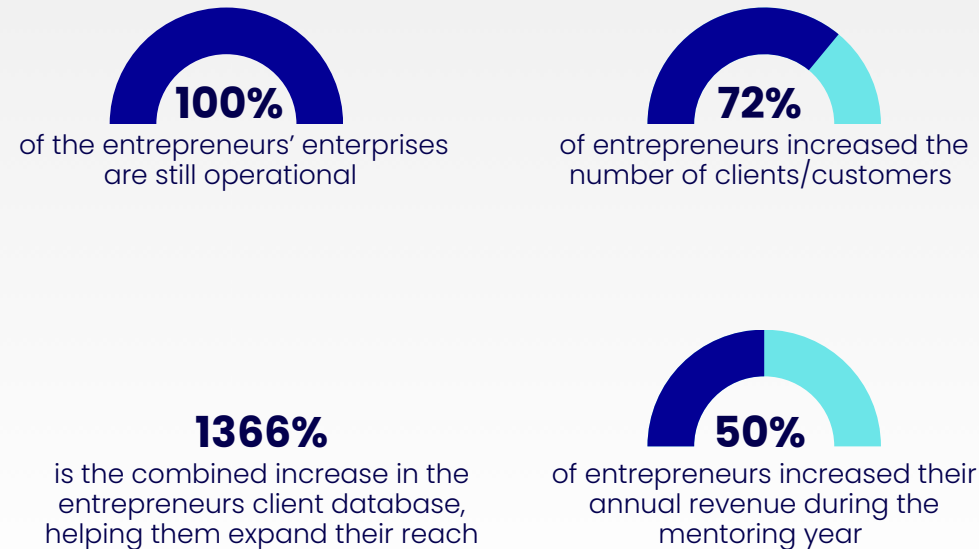
Personal Growth and Strengthening of Leadership



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Having a mentor has enabled me to take more firm steps towards achieving my business targets, and to get more organised in terms of strategic thinking.
Maged Radwan, Entrepreneur

Business Growth, Sustainability, and Success



Economic Growth, Job Creation and Retention

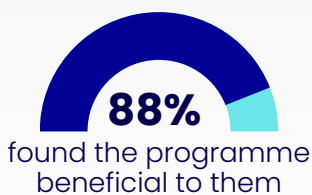


Contact us to explore how tailored mentoring and leadership development programmes can advance your organisational goals and drive lasting impact.

KEY OUTCOMES FOR MENTORS AFTER 12 MONTHS OF PROGRAMME



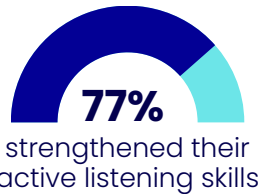
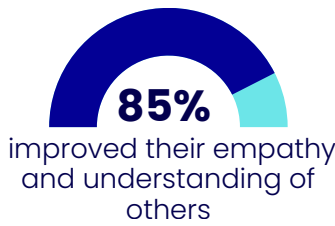
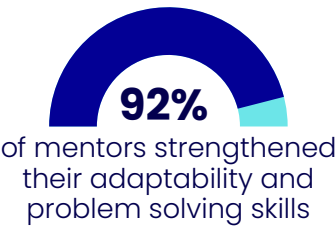
General Impact



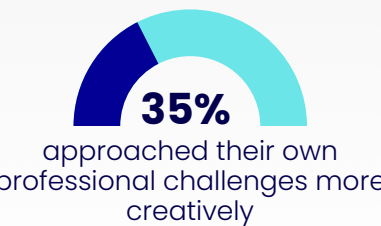
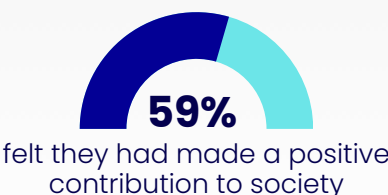
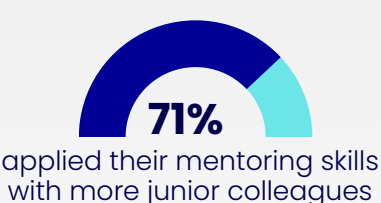
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My mentoring journey has allowed me to gain a number of different insights... Mentoring an entrepreneur has given me a new understanding of the challenges and issues of running a small or medium sized business and made me approach my own professional challenges in a more creative way. It has been a valuable experience to me personally and I feel I have made a difference in society.”
Khaled Ghareib, Mentor

Personal Growth and Strengthening of Leadership



Mentors applied these skills in their day to day roles and broadened their leadership perspective



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I learned how to help others to think for themselves, and not just to provide the solutions.
Saied El Manshawy, Mentor

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Mentoring played a vital role in strengthening the leadership capability of Lafarge Holcim employees while supporting entrepreneurs to stabilise and grow their businesses. Through trust-based relationships and tailored support, the programme helped mentors develop key people-centred skills and enabled entrepreneurs to navigate business challenges, expand their client base and create jobs.

In a context where SMEs are critical drivers of economic development, the programme demonstrated the power of mentoring to build stronger leaders, accelerate entrepreneurial growth and contribute to Egypt's broader economic resilience.

Interested in embedding mentoring into your leadership development and CSR strategies? Partner with us to build people-centred leaders, strengthen entrepreneurial ecosystems and create long-term, sustainable impact.

Contact us now!

