

PDF SUMMARY OF THE SESSION

*ABM Skills Sharing: Applying the Right Tools at the Right Time
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Core Competency Alignment

Using practical tools and exercises effectively in mentoring relationships.

Key Learning Goals

This session explored how to:

- Apply SWOT analysis to help mentees understand personal and business challenges
- Use the GROW Model to support strategic thinking and decision-making
- Implement the 7 Ps of Marketing to align business strategy and execution

Why Business Tools Matter in Mentoring

- Provide structure and clarity to conversations
- Support strategic thinking and problem-solving
- Empower mentees through self-awareness and action planning

Featured Tools

- Personal SWOT

- 1.Helps align individual strengths with business goals
- 2.Identifies key gaps and areas for development

- GROW Model

- 1.Goal – Define clear business objectives
- 2.Reality – Understand the current situation
- 3.Options – Explore choices
- 4.Way Forward – Commit to actionable next steps

- 7 Ps of Marketing

- 1.Supports alignment of marketing and operations strategy

Participants shared additional tools they use in practice:

- Wheel of Life
- Johari/Nohari Window
- VAK Model
- Values Questionnaires
- Communication Styles
- Business Model Canvas / Value Proposition Canvas
- PEST & SWOT
- McKinsey 7S
- VRIO / Value Chain
- Eisenhower Matrix / Covey Time Management Matrix
- SMART Goals
- Ansoff Matrix / MoSCoW Prioritisation / RACI
- DISC / Myers-Briggs
- SOSTAC / AIDA / SUCCESS Framework
- Locus or Circle of Control
- Questioning techniques
- Reflection sessions
- Benefit & Consequence Analysis

Many also shared how they adapt questions to encourage openness, self-reflection, and ownership—e.g., “What do you dislike doing?” or “Where might you be vulnerable?”

Final Thought

Great mentors don't give answers—we unlock clarity and direction.

Use tools to empower, not prescribe. Match the tool to the mentee's context, readiness, and stage of growth.

Resources

- Explore tools in the ABM Members Area
- Consider formal training (e.g. ILM Level 5 or 7)
- More frameworks: SmartInsights, Canva, Freepik

The superpower of a Business Mentor is that they know when to add a droplet of experience to make a transformative difference to their mentee.