

August 2020 - May 2021

THE COMMS MENTORING PROGRAM IMPACT REPORT



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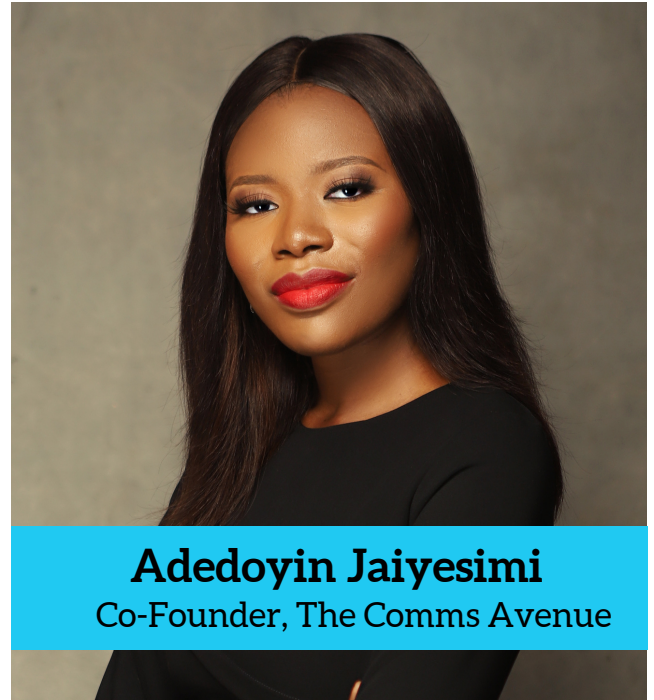
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FROM OUR CO-FOUNDER

We launched the Comms Mentoring Program (CMP) in August 2020 as an answer to a need that was expressed by The Comms Avenue community members and younger professionals in the communications field. It was clear to us how impactful a mentorship opportunity would be to these professionals. On the other hand, we also discovered that senior comms professionals were eager to give back and share generously from their knowledge and insights to support younger professionals in their journey.

Two batches later, we are delighted that we took the step to create the CMP. Not only were our mentees committed to the rigorous six-week mentoring training, they have gone ahead to use the lessons learnt from their mentors to achieve outstanding feats in their career.

"It is our vision to extend the mentoring opportunity to more younger professionals across Africa."



Adedoyin Jaiyesimi
Co-Founder, The Comms Avenue

From job promotions to better positioning and increased professional confidence, we remain very proud of all the mentees who have gone through the mentoring program.

We have put together this Impact Report to provide full details of what we have been able to achieve from running two batches of the CMP. It is our vision to extend the mentoring opportunity to more younger professionals across Africa. We can only do this with the support of mentors who are willing to give their time and knowledge to developing those who are coming behind them.

As you read this Impact Report, we hope it will show you just how powerful mentoring can be and why we all need to work together to further develop this field that we are all passionate about.

ABOUT THE COMMS MENTORING PROGRAM

The Comms Mentoring Program was created by The Comms Avenue to provide senior professionals within the communications industry with an efficient and seamless platform to mentor younger professionals within the industry.

The Program runs for a period of six weeks and it involves weekly one on one meetings between mentees and mentors, workshops, assignments/ tasks and several opportunities for personal & professional reflection.

The CMP is an intense program with high rewards for both mentees and mentors who remain dedicated throughout the program.



MENTEE PROFILE BREAKDOWN

16

Total number of Mentees

1-6

Years of experience

MENTEE ROLES

- PR Executive
- Communications Specialist
- Social Media Strategist
- Brand & Communication Manager
- Account Executive
- Broadcast Professional
- Marketing Manager
- PR Officer

MENTOR PROFILE BREAKDOWN

★ Total number of Mentors – 10

★ Years of experience – 10 to 20 years

GEOGRAPHICAL LOCATION

- South Africa
- Zimbabwe
- Amsterdam
- Nigeria
- United Kingdom
- Egypt
- United States

ORGANIZATIONS



WHAT MENTEES ENJOYED MOST ABOUT THE CMP

Connecting with my mentor on a weekly basis and having important conversations was very necessary for me. It was nice to be able to speak to someone in a more senior position who is somewhat similar in personality to me.

I loved the fact that I could express myself freely and everyone's contributions mattered.

It was real and applicable. It wasn't lofty. The topics dealt with were every day challenges.

The assignments opened my eyes to how I should communicate my value as a communications professional. The workshops were very insightful and impactful.

The optimism and belief in self that was reiterated in most of the classes. I loved how we were taught to own our accolades and communicate our value.

ACHIEVEMENTS



Job Promotion



Increased Salary



Speaking Opportunities



Consulting Engagements



Increased professional visibility

MENTEE FEEDBACK

OMOTOYOSI AJAYI



My sessions with Obabiyi touched on a lot of my fears, anxieties and aspirations with regards to my career journey and growth. The peace and clarity I received after those sessions were really helpful.

He also gave pointers and recommendations on the next steps to take and followed through with me on the tasks he gave me.

We also devised a strategy for doing outstanding work. By implementing some of the tips I learnt from him, I was able to pitch myself for a job opportunity with one of Nigeria's leading agencies which got the attention of the owner.

I am now working as a consultant with that agency and implementing all I learnt through the mentoring program.

OLUDOLAPO ADEWALE

My mentor was superb. Though we come from different countries, we were able to connect and I learnt a lot from her life's journey. She explained to me in detail how she navigated her way from being a journalist to landing a job in communications.

She also gave practical examples of her failures in comms and how she was able to get past it.



I have been able to tweak my CV, and my LinkedIn profile. I've also been able to network better and connect with people in the media and communications space and I've gained more confidence in pitching myself and selling what I can offer in terms of value.

TOSIN OMOWOLE



I really liked my mentor. We had similar personalities which made room for great conversations. I loved that she was intentional with the weekly assignments she gave me to do.

Each work I did was to make me understand different aspects of communications.

Her motivation gave me the courage to share one of the assignments with BusinessDay which got published in their weekend magazine.

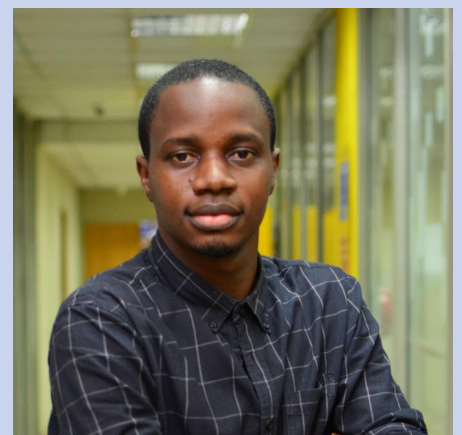
She also helped me with key buzzwords to include in my professional profile and gave constructive feedback on changes to make in order to stand out.

Since I completed the CMP, I have been promoted twice in the organization I work with. The reasons highlighted were things I started working on from when I joined The Comms Avenue and things I learnt from my mentor.

DIPO MOHAMMED

My overall experience with my mentor was very very amazing. It was educative, interactive, relaxing and open. He shared his personal and career experiences, depending on what we were discussing about at any time.

Our discussions provided more insights on how to move further in life and in my career. Every aspect of it was great.



I have learnt the importance of keeping in touch with people even if there is nothing attached because opportunities can come up anytime.

Since I completed the comms mentoring program, I have moved from being a PR Officer and I am now a Senior Public Relations Executive at a reputable PR agency with global footprint.

COMMENTS FROM MENTORS

I enjoyed engaging with my mentee and seeing her implement feedback. I also learnt from her through the mentoring process.

NONYE MPHOMOTOLA



My mentees were very committed individuals and were always very keen to learn, share their thoughts, experiences and even their misgivings.

Interacting with them through the CMP provided insights into young professionals' minds and thought process and that for me a learning curve.

BABATUNDE LASAKI

I was very impressed with the energy and aspirations of the mentees. I also enjoyed the honesty and open consultative interactions with them.

GHADA HAMMOUDA



I loved the very concept of the mentorship program. It is heartening to see that young professionals are getting opportunities to learn from veterans in the field early on in their career.

The mentees assigned to me were enthusiastic, willing to learn, diligent to probe and eager to share.

OLAYINKA IJABIYI



ABOUT THE COMMS AVENUE

The Comms Avenue is a capacity-building and networking platform and community for communications professionals.

Our vision is to become a close-knit and impactful community filled with exceptional global communications professionals from across the world. We also have the goal to upskill over 50,000 youths across Africa with valuable communication skills through our courses and training programs.

We currently have over 550 communications professionals from Nigeria, Ghana, Kenya, South Africa, Senegal, Cameroon, Tanzania, Zimbabwe, Rwanda, Uganda, and the United Kingdom.

Visit our website for more information about what we do and how to join our community – www.thecommsavenue.com and also connect with us on social media.



The Comms Avenue



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