

Comms Mentoring Programme Impact Report

June 2022



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FROM OUR CO-FOUNDERS

Mentorship is often the missing link between average and rockstar performance.

I have experienced the clarity, comfort and confidence that came with speaking to someone more experienced about professional and personal challenges. So, it has been a great joy to see these feelings amplified in the mentee population of the CMP.

Four batches and scores of testimonials later, I remain humbled by how a simple idea could create such an impact.

From improved performance to new roles, promotions and even increased self-confidence, the CMP has recorded successful outcomes and we are glad to present these to you in this impact report. We hope that you are inspired to join us as we continue to scale this across Africa.



Sharon-Ann Adaigbe



Adedoyin Jaiyesimi

With every batch of the CMP that we implement, I am always in awe of the transformation I see in the lives of the mentees. I have also been blown away by the commitment and sacrifice of senior professionals who continue to go the extra mile for their mentees.

One may ask, "How much can be achieved in six weeks?" The CMP has shown us over and over again that a lot can be achieved in that timeframe.

I have seen our mentees receive a mind shift that positioned them for success. I have seen them gain access to new job opportunities as they improved their skills and learnt to articulate their value better. Indeed, I have seen how the boost of professional confidence they received from their mentors made a difference in their career trajectory.

This Impact Report is proof of the value and importance of the CMP and it gives us a more compelling reason to scale the Programme across Africa.

ABOUT THE COMMS MENTORING PROGRAM

The Comms Mentoring Programme (CMP) was created by The Comms Avenue in August 2020 to provide senior professionals within the communications industry with an efficient and seamless platform to mentor younger professionals.

As part of the CMP, mentees receive professional and career guidance from mentors through weekly one on one meetings, workshops, assignments/ tasks and several opportunities for personal & professional reflection.

So far, we have successfully implemented four batches of the CMP with mentors and mentees from different countries and reputable organisations across Africa.

Till date, our CMP alumni pool have continued to record notable professional progress and successes, thanks to the insights gained from the Programme. This Impact Report documents the key highlights and achievements from the CMP so far.

Going forward, our goal is to significantly scale the CMP across Africa and impact 1000 young communications professionals through the CMP. We look forward to achieving and surpassing this goal!



CMP BATCH FOUR HIGHLIGHTS

Batch Four of the CMP took place between March and April 2022 with double the number of Mentors and Mentees from previous batches.



41 Mentees



28 Mentors



Cross-continental
Networking



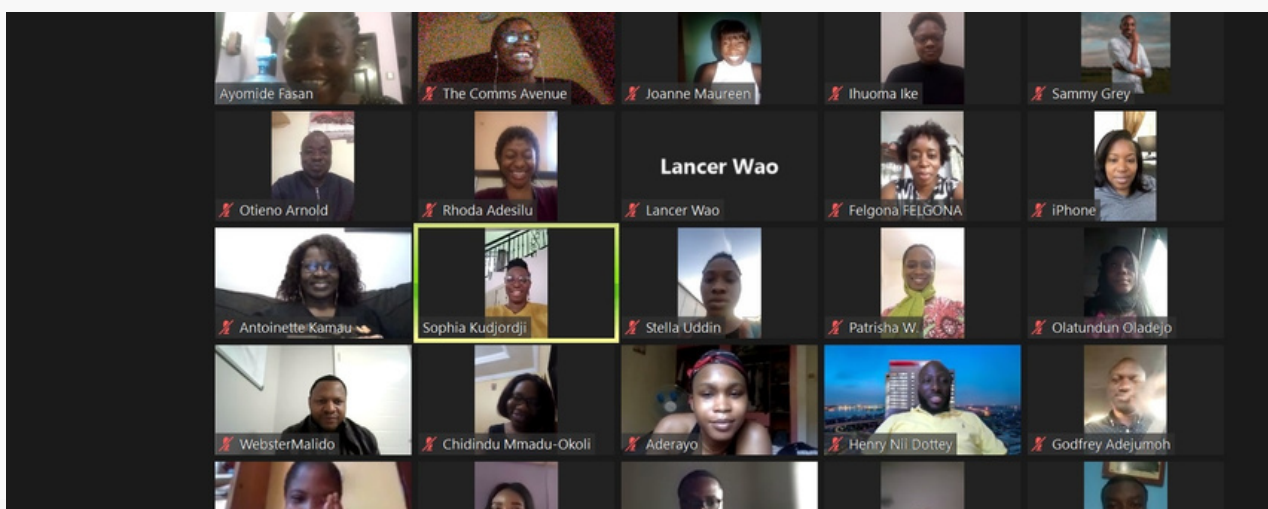
Immediate Career
Growth & Promotion



Mentees with their Mentor
in Abuja Nigeria



Mentors connecting in
Nairobi, Kenya



Official Closing Meeting for CMP Batch Four

Mentees with their Mentor
in Abuja Nigeria

CMP MENTEE STATISTICS

Profile Breakdown

71

Total number
of Mentees

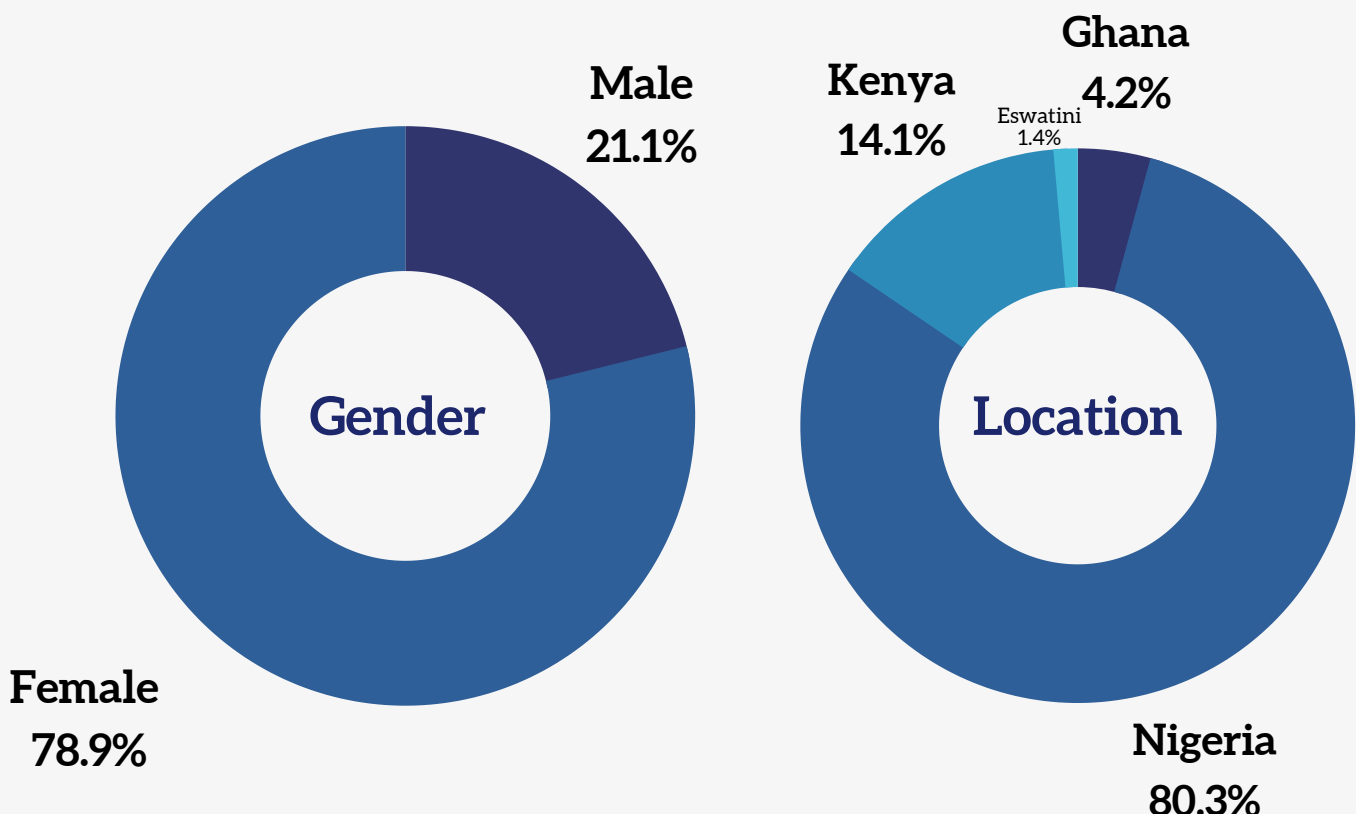
1-6

Years of
experience

Roles

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

Demographics



FEEDBACK FROM MENTEES



Festus Ntong 🇳🇮

My CMP experience was amazing. I am still amazed at how open senior professionals are to knowledge sharing.

I personally experienced mind shifts. What I thought was a near-impossible task has been demystified.

I have also gained more knowledge particularly about Strategic Communications.



Joanne Maureen 🇰🇪

My network has expanded because of the CMP. I got to interact with great minds. I also loved the multicultural and international exposure.

My knowledge about corporate communications and what is going on in the field at an international level has improved. I have also learnt about a few areas I might not have taken keen interest in.



Tijesu Ojumu 🇳🇮

My mentor was very open with me. It felt like she let me in on what her experience has been - her strengths, challenges working up the career ladder and even existing challenges that shows she's human.

Being a CMP Mentee has helped me to become more confident. I have a clearer picture of things I should do.



Anna Mensah 🇬🇦

My mentor made our sessions more practical by citing examples from his previous and current roles.

He was open to supporting us in any way he possibly could.

I also enjoyed the elevator pitch workshop because it helped me to discover some potentials I never knew I had.



Sammy Lumbasyo 🇰🇪

The one-on-one mentorship was a win for me. I was properly guided by my mentor who gave me real life scenarios from her journey.

I loved the insightful discussions during the workshops and how open our mentors were.

I have become more confident in my capabilities and eager to explore more opportunities in my profession.



Nozipho Pride 🇳🇮

My mentor literally held my hand as I prepared for a job interview. She advised me on most of the things that were eventually asked in the interview. It felt like I had a big sister looking out for me.

I am much more knowledgeable than when I first began the CMP and I am confident about a lot of areas in communications, thanks to the workshops and the one-on-one sessions I have had.

CMP MENTOR STATISTICS

Profile Breakdown

48

Total number
of Mentors

10-20

Years of
experience

Organisations

amazon

mastercard
foundation

EKEDC
KNO ELECTRICITY DISTRIBUTION COMPANY

GLOBAL MEDIA
Alliance
TALK TO US. TALK TO AFRICA

AFRICAN
MEDIA AGENCY

Healthmonix®

UBA
United Bank for Africa

APOGROUP

LAFARGE

QALAA
HOLDINGS
القلا

RetailNext

roberttaylor

Kenya
Red Cross

abjel
COMMUNICATIONS

Unilever

COMMKEN
AFRIQUE LTD

aprio
STRATEGIC
COMMUNICATIONS

DLM
CAPITAL GROUP

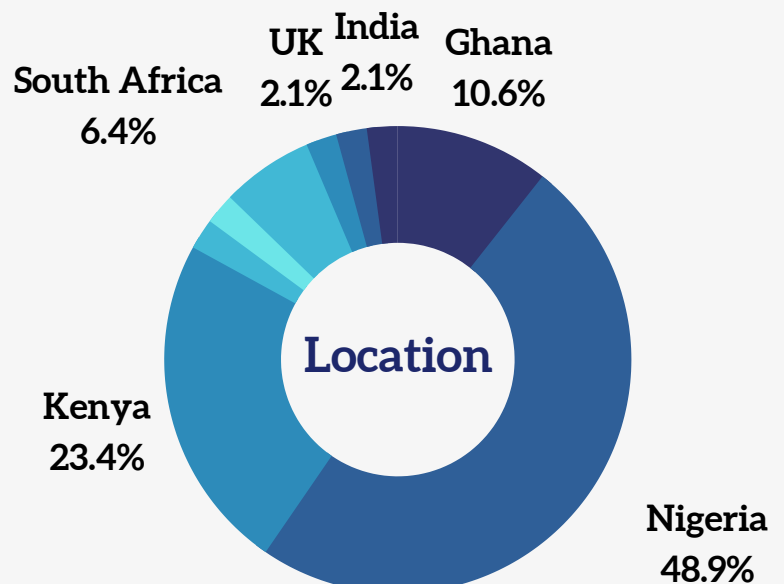
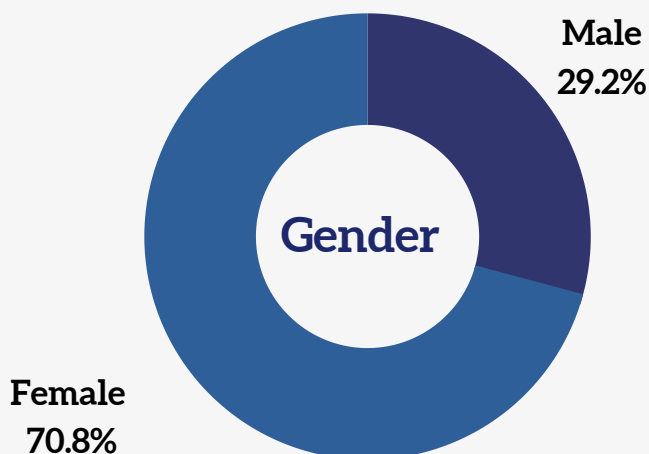
FirstBank
Since 1894

Heineken®

British Embassy
Harare

JGC JOSPONG
GROUP OF COMPANIES

Demographics



FEEDBACK FROM MENTORS



Eloine Barry 🇨🇲

I loved learning from my mentee, connecting with her on a regular basis and seeing her grow and gain assurance in her ability as a great comms person.



Babatunde Lasaki 🇳🇮

My mentees were very committed individuals and were always very keen to learn.

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



Dorcas Aba Annan 🇬🇦

Generally, it was great connecting with my two mentees. We had similar interests and were very open in sharing personal life experiences to complement some of the case studies discussed.

Apart from imparting knowledge and sharing professional experiences, I had the opportunity of also learning from my mentees.



Nysha King 🇺🇸

I enjoyed the ability to give back and share the insights I have learned during my career with a mentee who was so eager to learn.

I know that by sharing my personal experiences and by providing work examples to substantiate the advice I provided, my mentee will be able to apply this information to continue progressing in her career.

I enjoyed being able to help my mentee connect the dots between understanding business objectives within her organization and how to create strategies that will demonstrate to management how she will drive growth and improved visibility for the company.



Henry Nii Dottey 🇬🇦

I enjoyed sharing my experiences with my mentees.

They were hungry to learn and one of them was doing a career switch and the sessions were helpful for decision-making

The CMP is a great platform to learn and share experiences.

CMP ACHIEVEMENTS

Improved Professional Confidence

15%

Career Growth

30%

New Jobs

20%

Speaking Opportunities

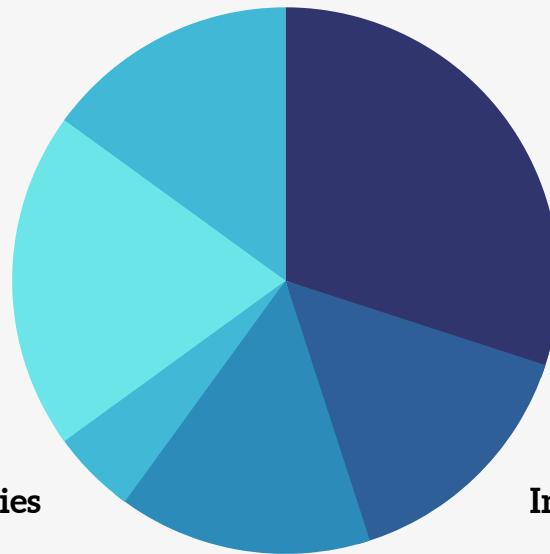
5%

Increased Salary

15%

Collaboration Opportunities

15%



What Mentees Enjoyed Most About The CMP



I loved how we were taught to own our accolades and communicate our value.



The workshops were very insightful and impactful.



It was real and applicable. The topics dealt with were everyday challenges.



Connecting with my mentor on a weekly basis.



The optimism and belief in self that was reiterated in most of the classes.



The exposure to people and resources that Google may not have given me.



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

About The Comms Avenue

The Comms Avenue is a capacity building and networking platform for communications professionals across Africa and beyond. We currently have over 850 communications professionals from 18 African countries.

Our vision is to become a close knit community of communicators who work collaboratively and are empowered to contribute to positive change in various industries, across Africa and globally.

Our passion for capacity building and impact drives all that we do at The Comms Avenue.

We put together webinars, knowledge exchange and networking events that allow our community members to Learn, Collaborate and Connect with senior communications professionals and colleagues across the African continent and beyond.



For more information about what we do:



www.thecommsavenue.com



The Comms Avenue



@commsavenue