



The
Comms
Avenue

Comms Mentoring Programme (CMP) Impact Report



FEBRUARY 2023

ABOUT THE COMMS MENTORING PROGRAM

The Comms Mentoring Programme (CMP) was created in 2020 to provide senior professionals in the communications industry with a platform to mentor younger professionals.

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

So far, we have successfully implemented five batches of the mentoring programme with over 140 young professionals from 12 African countries mentored and close to 90 senior professionals from several reputable organisations across the continent serving as mentors.

Over the years, our CMP alumni pool have continued to record notable professional progress and successes, and mentoring relationships have also transcended the seven-week duration of the CMP.

This Impact Report documents the key highlights and achievements from the CMP so far.



It's always great to see how the CMP continues to impact the lives of our mentees.

From improved performance to new roles, promotions and even increased self-confidence, the CMP has recorded successful outcomes which reinforces the importance of the programme.

We remain grateful to our mentors for their commitment to the CMP and our mentees..

ADEDYOIN & SHARON (CO-FOUNDERS)

CMP BATCH FIVE HIGHLIGHTS

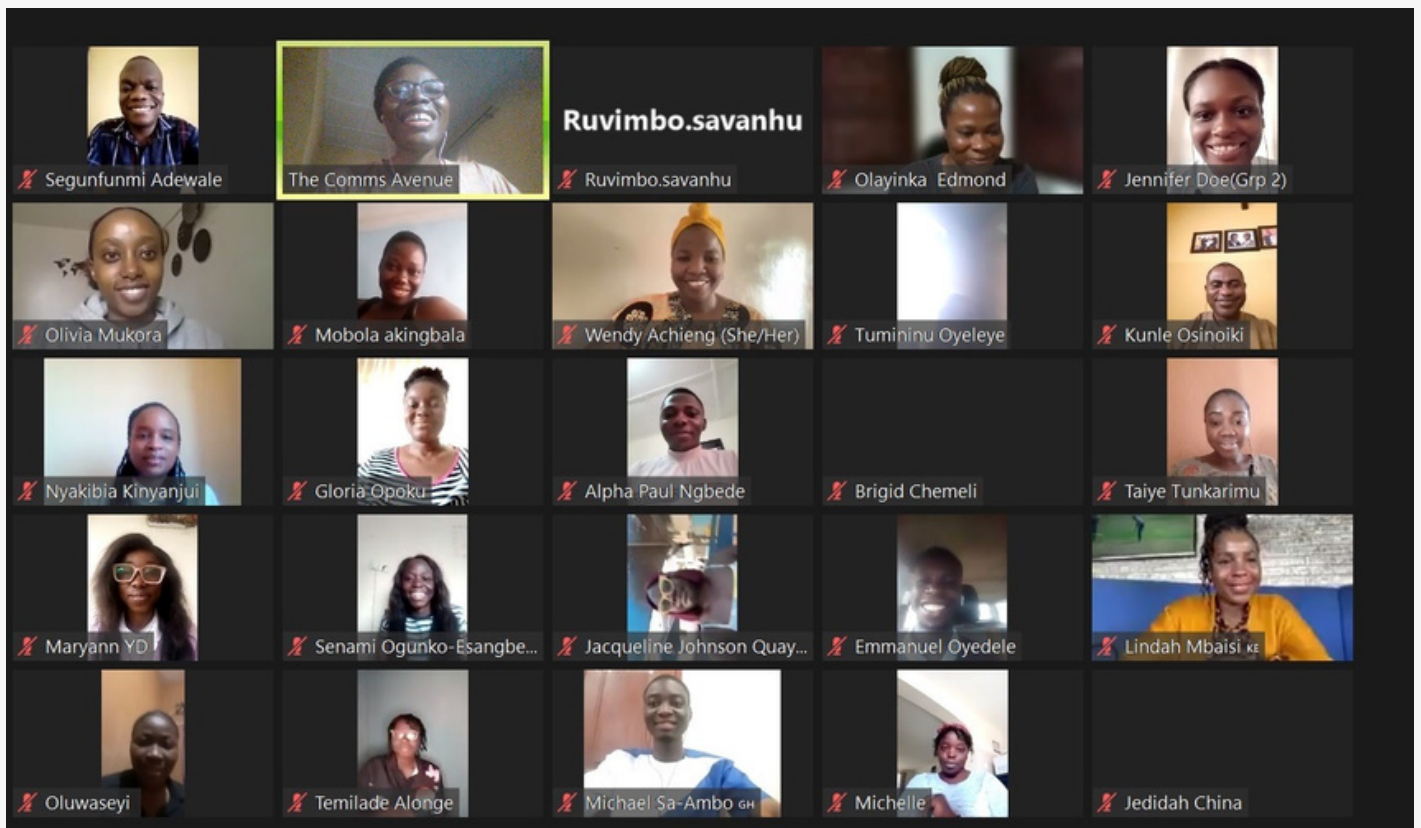
Batch Five of the CMP took place between August and September 2022 with mentors and mentees from Kenya, Nigeria, Ghana, Cameroon, Côte d'Ivoire, Rwanda, Uganda, Mauritius, Zimbabwe, Tanzania, the United States and the United Kingdom.



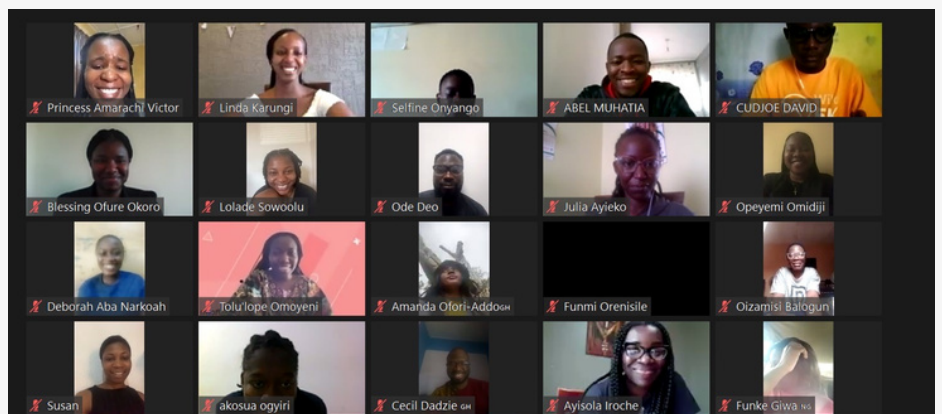
61 Mentees



41 Mentors



Mentor and mentee connecting in Lagos, Nigeria.



Mentor and mentee during CMP virtual meeting.

CMP MENTEE STATISTICS

(2020 - 2022)

Profile Breakdown

140

Total number
of Mentees

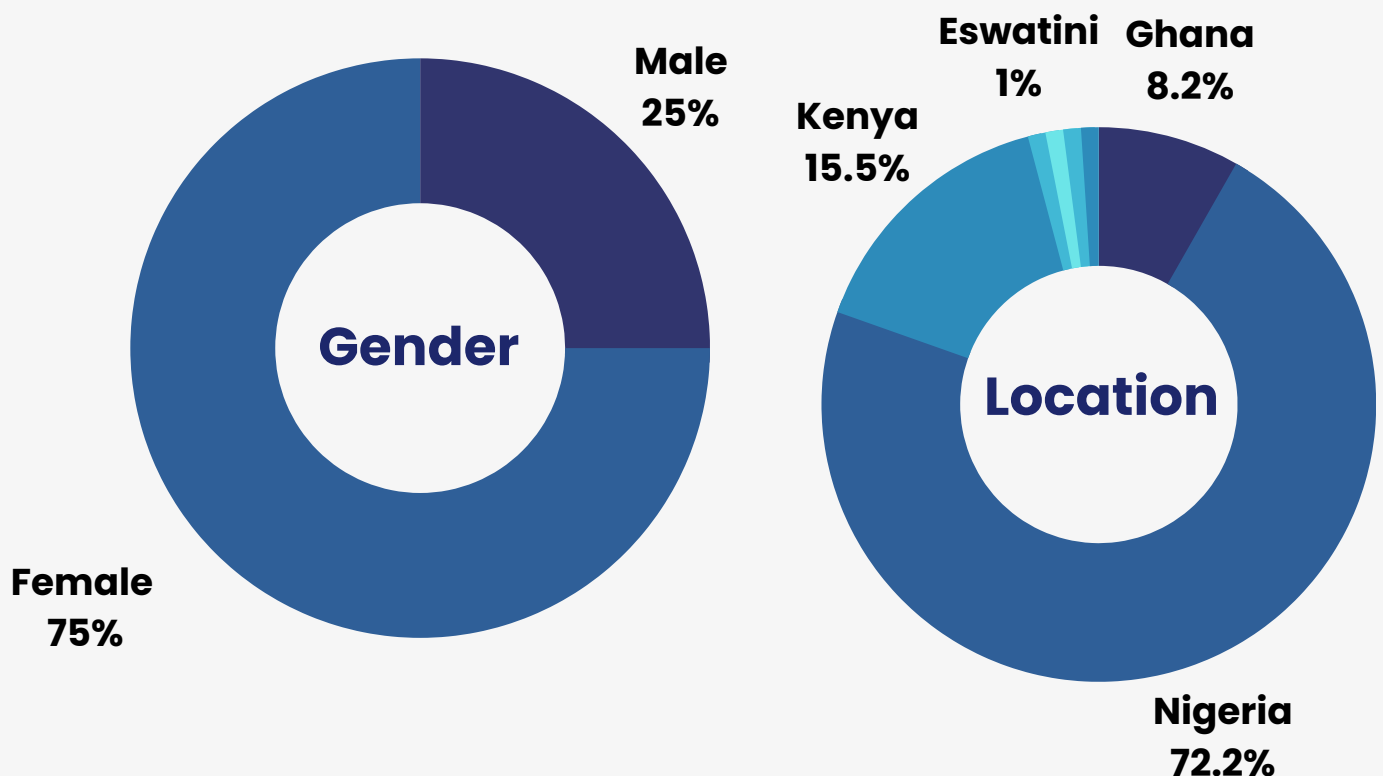
1-7

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



Brigid Chemeli

My experience with my mentor was great. I liked the fact that she always allocated time for questions and answered all of them.

She shared resources she thought would be insightful for me. She also helped me concerning my personal branding which has allowed me to be more visible, especially on LinkedIn.



David Cudjoe

My mentoring meetings were enjoyable and quite engaging.

What I liked most about my mentor is that he had a wealth of experience in the PR and Marketing industry.

My mentor frequently shared with us how to be proactive in our roles and even went beyond our careers and talked to us about our personal lives.



Marie Ange MUKANEZA

The thing I loved most about the CMP is how my mentor went the extra mile during this journey. I loved how she followed up and always did her best to help me grow, not only as a comms person but as a woman too.

I now have more confidence in myself and my ability to become an outstanding comms person because of the CMP.



Julia Ayieko

My experience with my mentor has been a great experience. Assignments were tailored to enable me assimilate well into my new job.

Through the CMP, I have gained the self confidence to enable me navigate the comms field. I hope to work through and achieve all the goals I outlined in my career plan.



Taiye Tunkarimu

My mentor delivered beyond expectations. It was worth the time and sacrifice.

I experienced a lot of growth and changes as a result of the CMP. I have been able to take some learnings to my workplace and implement them.

I am now extremely deliberate about my career and the journey ahead.



Alpha Paul Ngbede

I love that the CMP has granted me access to a community of comms professionals.

I had a great experience with my mentor. He went out of his way to get other mentors to come talk to us in some of our meetings and he always went the extra mile for us in spite of his schedule.

I am a better comms professional than I was before the CMP.

CMP MENTOR STATISTICS

Profile Breakdown

85

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
القلاا

RetailNext

roberttaylor
MEDIA

Kenya
Red Cross

abjel
COMMUNICATIONS

Unilever

COMMKEN
AFRIQUE LTD

aprio
STRATEGIC
COMMUNICATIONS

DLM
CAPITAL GROUP

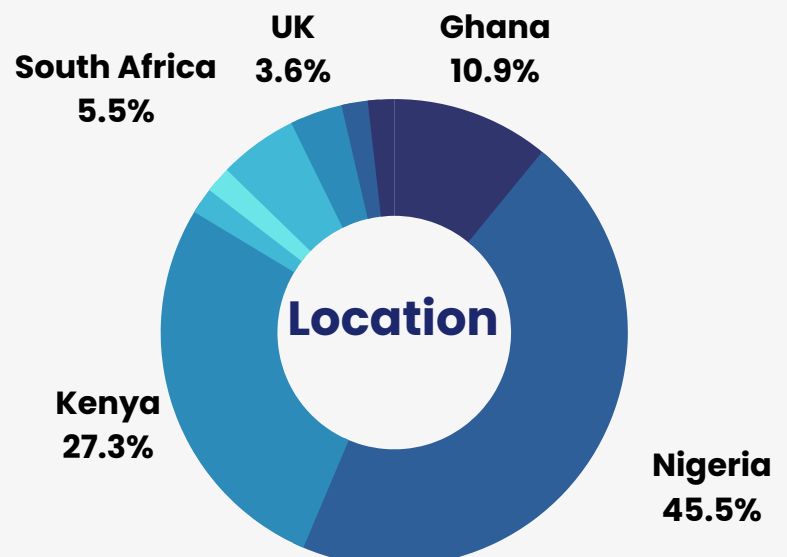
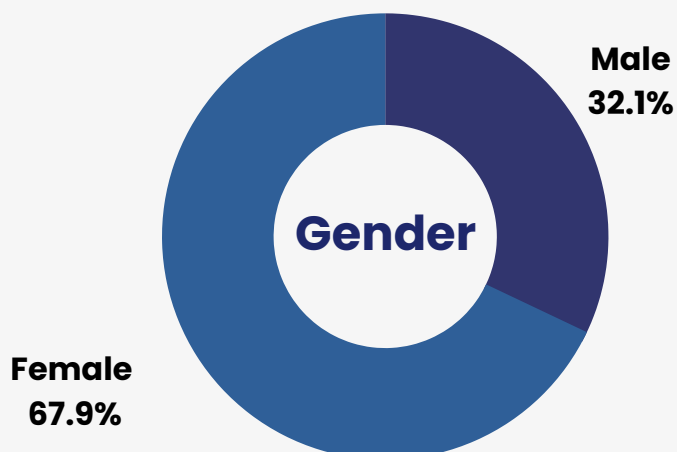
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Demographics



FEEDBACK FROM MENTORS



Marian Roberts

My mentee was committed to the programme. Her ability to persevere and desire to learn more was impressive, and I have no doubt she will excel in her set career goals.



Abel Muhatia

I loved every minute I spent with my mentee because it provided a space for me to learn and impact someone's career journey.

My mentee was a good match. She knew exactly what she wanted, asked lots of good questions. Her career goals were smart, achievable, real and timely.

We shared a lot of personal experiences, learned from them and reviewed the blueprint to achieve them.



Dorcas Aba Annan

My experience with my mentee was amazing. Apart from imparting knowledge, my mentee was very open to general advice about life choices and decisions.

Our discussions were filled with practical examples and strategic solutions. I enjoyed her excellent contributions.

I also loved the workshop sessions with the mentees and the part where the mentors shared their career journeys with the mentees.



Adaoha Njemanze

As a mentor, I enjoyed that this program ignited my enthusiasm and commitment as a Public Relations and Comms Specialist.

I enjoyed working with my mentees. Their focus and desire to learn will help them to succeed in the communications sector.



Felix Musila

My mentees were committed to learning and getting out of their comfort zones.

The workshop topics for the CMP were very relevant to the contemporary issues in communications.

CMP ACHIEVEMENTS

Improved Professional Confidence

20%

Career Growth

32%

New Jobs

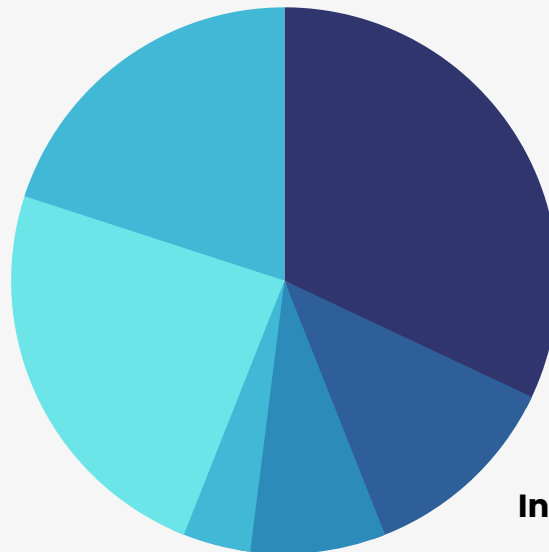
24%

Increased Salary

12%

Collaboration Opportunities

8%



What Mentees Enjoyed Most About The CMP

I loved the weekly workshops, shared resources and the workshop facilitation by mentees to build our confidence.

I got the chance to learn from different professionals who have achieved and contributed to the growth of PR in Africa.

I loved that aside our mentors, we still had CMP Workshops. Those workshops touched on almost everything we need professionally.

The fact that such a valuable and impactful programme was available to me free of charge still leaves me in awe.

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 1000 communications professionals from 20 African countries in our mission-driven community.

Our vision is to raise and uphold the standard for Comms talent in Africa and build a strong community of communicators who are empowered to contribute to positive change in various industries, across Africa and globally.

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

We also produce practical resources and learning materials to help communications professionals to perform better on the job.

To support the work we do or partner with us, click [here](#).



**For more information
about what we do:**

 www.thecommsavenue.com

 The Comms Avenue

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