

MANAGEMENT MENTORS

CASE STUDY

TAPPING INTO A KNOWLEDGE BASE THAT'S BEEN GROWING FOR OVER A CENTURY: ONE COMPANY'S MENTORING JOURNEY

THE STORY

Bobrick Washroom Equipment, Inc. has been manufacturing high quality washroom accessories for over 100 years. Headquartered in Hollywood, California, this family-owned business boasts six manufacturing divisions across the United States and Canada and business operations that extend into 85 markets worldwide.

THE CHALLENGE

In 2013, Bobrick wanted to take its employee development to the next level by investing in emerging leaders who showed potential for long-term growth, engaging with them in meaningful ways, and focusing on their specific development needs. In addition, the company wanted to tap into existing leaders and find a way to help them share their wisdom with others within the organization.

Elizabeth Bayee, Bobrick's Learning & Development Manager, says that building "significant" interpersonal relationships with emerging leaders and executives was critical because the company wanted the emerging leaders to have individuals they could consult with regarding unfamiliar situations whenever they came up.

It soon became clear that developing a strong mentoring program with a focus on leadership would be necessary. As a result, Bayee set out to find the right mentoring partner to support Bobrick's initiative and to help her successfully develop and manage the company's new program.

THE SOLUTION

Bayee and her team did a thorough search for a mentoring vendor and narrowed the field to Management Mentors and another company. Bayee says it was **Rene Petrin**, Management Mentors founder and president, who helped seal the deal, because his approach and mentoring philosophy aligned with her team's vision for Bobrick's mentoring program. She also appreciated the many resources (such as free white papers) available on the company's website. And, of course, there was **MentoringComplete**, the signature software from Management Mentors.

Regarding **MentoringComplete**, Bayee says, "I really liked how **MentoringComplete** was easy to use and how thorough it was in developing the monthly follow-up questions for participants. That component would allow me to track the progress of participants, as well as get a glimpse of how the mentoring relationship was going. And I would be able to do this without it eating up all of my time."



BUILDING VALUE SINCE 1906

PROGRAM AT A GLANCE

Organization: Bobrick Washroom Equipment, Inc.

Organization type: Manufacturing

Size of pilot program: 7 pairs

Software: *MentoringComplete*

Results: Mentors and mentorees discover how transformational mentoring can be (and how the right match makes all the difference)

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THE RESULTS

Bobrick completed its pilot program in September 2014. The program lasted nine months and had seven pairs. Bayee says she noticed mentorees were hesitant about the mentors they were matched with at first, but that they quickly discovered the benefits to the carefully made matches.

Bayee says, "Many of the mentors and mentorees had different perspectives on what the program would be like, and they found that the specific structure and goals of the program helped them discover what a true mentoring relationship should look like."

As for Bayee's experience as program manager? She says MentoringComplete made her life much easier. One of her favorite features was the questions the system provided at each monthly check-in. She says, "They were short, yet specific, and they provided pairs with great thoughts about how to start their conversation the following month. The check-in data was also very helpful for me in providing summaries each month to other stakeholders in how the program was going."

"The mentorship program gave me the opportunity to connect with a manager in a different part of the organization and learn a different perspective. It gave me a sounding board for my ideas and the encouragement to confidently execute them."

--Pilot program participant

ABOUT MANAGEMENT MENTORS

For over two decades, [Management Mentors](#) has been designing and implementing world-class business mentoring programs and helping companies attract and retain high potential employees. Based outside of Boston, Mass., Management Mentors' corporate mentoring programs develop future leaders and create a more diverse workforce by removing the barriers to equal opportunity. Through its signature mentoring software MentoringComplete, Management Mentors develops effective programs for a wide range of organizations and achieves a 90% success rate matching mentors and mentorees. Current and past clients include Enterprise Rent-A-Car, U.S. Fish & Wildlife, The New York Times Corporation, The City of Tallahassee, Cooper Tire, FedEx Kinkos, Quaker Oats, Merck, TJX Corporation, and Sony Music Corporation.

For more information on how your firm can enjoy greater success through mentoring, contact us at 617.789.4622 or visit us at www.management-mentors.com.



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