



## Why is Mentoring Important?

Research by the Corporate Executive Board indicates that at the current rate of retirement (by Baby Boomers), 60% of new jobs created within the United States in 2016 will require skills that only 20% of the workforce will have. Mentoring is an economically-friendly and effective solution that builds the bench strength of your organization, while promoting a culture of development.

An effective mentoring program helps accelerate learning, improve retention, and provides a source of knowledge and insight outside of their direct reporting lines. Additionally, mentoring has been shown to help leaders strengthen their succession pipeline for critical roles by an average of 14%. Conversely, reverse mentoring programs also provide emerging leaders the opportunity to share their knowledge with more tenured leaders.

By utilizing mentoring programs to build internal development networks, companies can increase employee potential by 32%. When leaders and employees leverage the networks built through their mentoring relationships, challenges can be addressed more efficiently. In fact, the CEB states that effectively leveraging mentoring networks improves overall workplace performance by 34%.

## How can I move the needle?

That's where we come in. Spark was created to help companies better connect mentors and mentees. The Spark platform systematically matches your employees across your business. Having your employees meet over coffee, lunch or video call creates real social connections that can help your company break down silos, develop employees, and ultimately increase productivity and talent pipeline.

Spark helps drive employee engagement through active connections with the larger team and organization—and studies show that organizations with highly engaged employees report up to 147% higher earnings per share than their disengaged counterparts.

## Mentoring is just the beginning. Spark can benefit your business in many other ways, including:

### Improved Performance Through Employee Engagement

Spark encourages people to make new connections and strengthen existing networks—contributing to higher overall engagement.



## Improved Communication

Creating a culture of trust and open communication is critical. Spark fosters relationships between co-workers across business units, breaking silos and cultivating a stronger sense of belonging.

## Improved Employee Retention

60% of HR professionals cite employee retention as their #1 concern. As companies continue to compete for and retain top talent, studies show that a sense of connection with the company and fellow employees helps drive retention rates.

## Improved Talent Development

Companies can use Spark in many ways to support talent development, including matching new employees with existing employees to show them the ropes, or connecting high potential talent with managers to advise them on career development.

## Improved Productivity

Informal face-to-face engagement is the one of the largest factors influencing productivity. One company showed \$15 million per year productivity increase simply by increasing informal employee engagement—and Spark can help your teams coordinate these efforts.

## How does Spark work?

Behind the scenes, the Spark platform connects people across your business. Spark systematically matches employees with a new colleague on a recurring basis – and the resulting meetings provide a way to help your staff naturally discover the hidden assets within your corporation. Spark can help your employees communicate one-on-one in a way that encourages new and innovative ways of problem solving.

And the best part? It's totally customizable. Spark setup is quick and easy, and the flexibility of the tool allows your company to create campaigns that reflect your unique business goals. Want to give your IT professionals a chance to meet with marketing managers? Would you like to give your newer employees a chance to chat with managers? It's up to you!

## Contact us today to schedule a demo!

Simply email [info@sparkcollaboration.com](mailto:info@sparkcollaboration.com) or call 212.500.1152