

Guidelines for writing your Bio/background

1. Keep it concise, under 300 words.
2. Write in the first person to help Business Owners get a sense of who you are.
3. Highlight your business background, including industries, leadership roles and business ownership experience.
4. Include your key areas of expertise, such as strategy, finance, marketing, sales, operations, technology, governance or business growth.
5. Tell us who you're best suited to Mentor, whether that's start-ups, growth businesses, family businesses, exporters, manufacturers or not-for-profits.
6. Share a little about your mentoring style and what motivates you. Are you practical, supportive, strategic, a good listener, or someone who enjoys challenging ideas and encouraging growth.
7. Include any significant achievements, governance roles or professional recognition that help demonstrate your experience and credibility.
8. If you already have a LinkedIn "About" section, use it as a starting point. Simply shorten it and tailor it to mentoring.

A good Bio helps our team quickly identify your strengths and create the best possible Mentor and Mentee matches.