

## ***The roles of the coach and mentor***

Coaching and mentoring are an integral part of a plan that is flexible and adapted to the specific training needs of a successor, whether he is a member of the family, from management, an employee, or a new entrepreneur. Often, these two ways of supporting personal development are confused in people's perceptions and expectations. However, coaching and mentoring are two distinct relationships.

These relationships have a common objective: transferring knowledge from someone with experience to someone starting a career or preparing to take on new responsibilities.

The specific objective of coaching is transferring knowledge and pertinent skills in a specific area, for example:

- Mastering a management software;
- Reading and interpreting financial statements;
- Guiding an entrepreneur through the maze of subsidies for SME succession.

The length of the relationship is relatively short, but long enough that skills and knowledge are passed on; from six months to a year, for example. These activities are directly linked to competencies and skills.

Mentoring has a more global objective. It targets several aspects of personal and professional development. The length of the relationship is longer; around three years, maybe even five years. The relationship begins with an agreement on a development program and is concluded when the protégé has reached a certain level of maturity and development. The conditions of success for this type of relationship are as follows:

- Voluntary participation;
- An agreement between the mentor and his protégé: each of these people must contribute to defining the how the relationship will work, including the limits and perspectives;
- Having a lot in common;
- Activities that might include technical skills and skills related to leadership, for example.

For the protégé, a mentor is someone who is valued and admired for his experience, his inter-personal skills, and his know-how. A mentor is someone who is chosen. A mentor is someone who can be trusted. A mentor is someone you can share your dreams with. A mentor is someone who knows how to listen.