Denmark as Female Tech Founder Frontrunner

- plugging the women entrepreneurship gap and access to capital in tech

Europe's only international female tech founder growth programme

LONDON STOCK EXCHANGE · MAGNUSSON · Grant Thornton · Nordea Startup &Growth · EIFO · COWI

WHY BECOME A MENTOR?

1. Help create and shape tomorrow's women-in-tech founders/leaders

Most of us long for a legacy, some stake in the future that says, "I helped get us there." What better legacy than to help create and shape tomorrow's successful women-in-tech founders and leaders?

2. Become a better leader

Learning how to work with people – and for many male leaders – women to whom you don't necessarily have a natural connection, demonstrating understanding, insight and patience with those in need of guidance and support, helping people figure out the best path forward: all trademarks of a great leader AND skills honed through mentoring. The more you work at leadership on a one-to-one basis, the more you'll improve in larger group settings.

3. Learn more about your company or profession

What do you actually know about the challenges, purpose and daily workload of other teams? Mentoring is a great way to broaden your view and gain insight into what goes on in other areas to help you make sounder, more holistic decisions.

4. Achieve personal career gains

It's a fact: People who have acted as mentors are 6 times more likely to be promoted than those who don't, and 20% more likely to receive a pay rise.

5. Gain new perspectives and fresh ideas from female founders/leaders

Mentoring is a unique opportunity to step outside your normal busines network, circle of friends and social media's echo chamber to gain an intimate understanding of how the world looks through someone else's eyes, including the challenges many women encounter in launching, growing and scaling a (digital/tech) business. New perspectives lead to fresh ideas, and who knows where fresh ideas could lead you and your business!

6. Put your finger on the pulse of a younger generation

Often mentors end up working with younger mentees. Different generations think and act differently. If you are to be an effective leader, you need to have an understanding of how younger generations see things and where they can make a difference to the organisation. The intimacy of a mentoring relationship offers a unique insight into these general differences.

7. Change a talented woman's future and the rest of the world

Do you remember a teacher, a coach or a former boss who said or did something that changed the trajectory of your life? This is your chance to do that for someone else. Not every mentoring partnership is life changing but we in ***Tech Nordic Advocates*** and ***Global Tech Advocates*** see enough of it to know that every mentor has the potential to instigate surprising change.

8. Exercise emotional intelligence

Working one-on-one with a mentee requires you to sharpen your emotional radar. You will be called upon to gauge the emotional state of the other person and respond with empathy. Not only is emotional intelligence a key differentiator for career advancement, it can also improve your relationships outside the office.

9. Strengthen the lessons you've already learned

There's no better way to embed knowledge than through teaching. You've learned the hard way how to hire the right person or negotiate deals/contracts By passing this knowledge on, you clarify and embed those lessons in yourself.

10. Improve productivity

Sharing your insights, learning and networks with younger colleagues helps to grease the organisational wheel. Stepping up the pace and increasing productivity helps everyone within the organisation – including you.

11. Feel good about yourself

We guarantee you that once you become a mentor the "feel good" factor kicks in. There is little more rewarding than knowing you are making a difference to someone else's life, helping to ensure inclusion, and correct the gender imbalance in tech and business in general.

12. Tomorrow's clients

Although we don't expect you to 'sell' your expertise or business to the women mentees on the Programme, we all know that clients come to people they rate and trust. So your investment today is tomorrow's business!