

What Entrepreneurs Say About Mentoring Advice and Support

Research published by the **Federation of Small Businesses** last year suggested that 70% of entrepreneurs with mentors survive in business for at least five years compared to only 35% of small business founders who don't have support of this kind.

Richard Branson: *"Mentoring was very important for me personally. For example, Sir Freddie Laker gave me invaluable advice and guidance as we set up Virgin Atlantic."*

Simon Cowell: *"What I was going through was just the inability to cope. I was trying to deal with everything – my business, the artists, the shows, everything – and didn't realise how difficult it was. Philip Green is incredibly well-meaning. And very kind. He became someone I could always go to. He makes you confront everything and find a solution."*

Mark Zuckerberg (Facebook) said Steve Jobs, advised him on building a management team: *"Focus on building as high quality and good things as you are."*

Duncan Bannatyne *"Alan Sugar and the Kwik-Fit founder, Sir Tom Farmer, are two business heroes that I aspire to and want to live up to. Both came from fairly poor backgrounds and built up a business. I was inspired and felt I could do the same."*

James Caan: *"Being in business can be very lonely and often it's hard to talk to people who haven't got an agenda but that's what I admire so much about Giles Clarke; he's an accomplished businessman in his own right - he co-founded Majestic Wine, the PetCity business and is now the chairman of England and Wales cricket, so he's experienced in many different areas. He's been a fantastic influence on my career, especially in situations where I need to be steered in the right direction. He understands the risks involved but gives you the space to make your own decisions. His most important lesson to me has been that it's better to make the wrong decision and live with the consequences than to procrastinate."*

Digby Jones: *"I have three mentors in my life and they have all been different... It is very important that people in my position have a mentor and that we are sensible enough to understand our failings and seek advice. But it is equally important that the person we seek it from is removed enough from the situation, that they have objectivity and can be trusted."*

Steven Spielberg: *"The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves."*

Michael Dell: *"Try never to be the smartest person in the room. And if you are, I suggest you invite smarter people ... or find a different room."*

Oprah Winfrey: *"A mentor is someone who allows you to see the hope inside yourself."*

Isaac Newton: *"If I have seen further it is by standing on the shoulders of giants."*