



Business Mentoring Scotland has helped over 8000 of Scotland's businesses grow and expand since the year 2000 and Susan Anderson's experience as a mentee is typical of the profound changes mentoring can instil in a business and its leader. Susan started her graphic design agency as Eikon Graphics in Kilmaurs, Ayrshire, in 1994, and now provides services and products encompassing the full spectrum of design related activities, from branding and website design, to finished printing products and event support and materials. In May 2013, Susan joined mentoring and was matched with her mentor Martyn Jones. Martyn has enjoyed a 30+ year long career specialising in sales and as a senior manager has had experience of working in a broad range of sectors, from IT and communications to retail and the fire/security industry. Mentoring had such a fundamental effect on Susan and her business that Eikon Graphics is now Eikon Design, and not only has mentoring increased the company's profitability, the motivation inspired by Martyn and resultant effect on her energy levels has helped Susan re-discovered the passion she holds for her business. Susan attributes much of the recent successes of Eikon Design to the personal and professional development she underwent while being mentored:

Why did you join mentoring?

"I found out about mentoring through a contact at Ayrshire chamber of commerce. I was looking for someone who could come in and look at the business objectively."

How did the mentoring relationship work?

"When we met, when we had our get togethers, it was obvious Martyn had spent time thinking about what we would discuss. He would be very careful not to push his ideas on me, instead he would make me think and then stand back and question me on what we'd spoken about."

What issues did you work on?

"We assessed how I marketed the company and how I get business in. For example, we re-worded my own marketing material so it was more focused and impactful. Martyn also gave me ideas on financial planning and procedures - a lot of these were things I used to do but had allowed to slip."

In what areas did mentoring impact upon you and your business?

"My own confidence increased and mentoring re-enforced the things that I was doing right."

"The biggest change I've made is that I've changed the business name from Eikon Graphics to Eikon Design. This was huge as we'd had the same name for almost 20 years but Martyn helped me identify our strengths and weakness and to improve the way we market ourselves."

Did mentoring affect your business' finances?

"My turnover and profits have increased substantially since September already, profits are up by at least 50%"

Why did you think mentoring worked so well for you?

"Owning a business on my own, I don't have anyone to report back to. Martyn would be very straight with me and wasn't shy in challenging me either. It was fantastic to have that element of motivation, we would work up a list of to-dos and after each meeting I was a bit like a wind up bunny and I'd go off and get things done!"

Would you recommend Business Mentoring Scotland to other businesses?

"I would recommend mentoring without a shadow of a doubt. Not only did Martyn help increase my profit margins, he re-instilled my passion for the business."