

Bravely connects people to on-demand confidential coaching in the moments that matter across the employee experience.

When leading organizations offer Bravely to everyone, they scale the support offered by their People teams and managers, and transform their cultures in an evolving world of work.

What's the difference between coaching and mentoring?

Mentorship programs, in which senior staff serve as mentors to junior staff, are a popular way to engage and retain employees. They open avenues for meaningful feedback and relationship-building—and provide people with the internal advocates that are often necessary for growth and success.

Though coaching and mentoring are quite different, they can complement each other, and coaching principles are embedded into the best mentorship programs.

Here are a few of the ways they differ:

- ✓ **Time.** Mentor relationships succeed when they're able to last long periods of time. Bravely's coaching is designed for both long-term work and on-demand support in key moments when employees need it most.
- ✓ **Adaptability.** Mentors can offer great insight into their mentees' roles and their specific organization, but they may not have the unique skill set to effectively guide and develop their mentees. Bravely's coaches are highly experienced and qualified to support people at all stages of their careers.
- ✓ **Perspective.** Coaches take a neutral stance and offer a third-party perspective. Mentors may have biases based on their experiences within the organization.
- ✓ **Advice.** Mentors imparting their own experience onto their mentees. Coaches guide employees through a decision-making process to arrive at the next steps that are best for their unique circumstances.
- ✓ **Tone.** Mentoring can be an informal relationship—chats over coffee and quick email exchanges without a consistent framework. Bravely Pros provide individualized support within a tried-and-true framework.

And here's how coaching can strengthen your existing mentorship initiative:

- ✓ **Teach the teacher.** Mentors can gain valuable management skills by working with a coach.
- ✓ **Take it to the real world.** Coaching can help employees put ideas from their mentor into practice in their everyday lives, by role-playing conversations and developing action plans.
- ✓ **Maximize impact.** Finally, Bravely Pros can help both mentors and mentees understand their own goals for the relationship and work toward achieving them.