

Case study

APM launches **mentoring program** to support the professional development of community members

The Association for Project Management (APM) partnered with Hivebrite to create a mentoring program that 90% of participants would recommend.



Key facts



139 active mentoring pairs created in less than ten months



229 mentors and 231 mentees enrolled in the mentoring program



90% of participants would recommend the mentoring program to other members



Meet the customer

The **Association for Project Management (APM)** is the only chartered body for the project profession.

As an educational charity, it's focused on developing and promoting the value of project management to improve project outcomes for the benefit of society.

The challenge

Business environments have become progressively global, digitalized, and uncertain. Consequently, project management has become significantly more challenging.

APM strives to support Project Managers in this increasingly complex climate by making the profession better understood, ensuring consistent standards, and setting the bar as high as possible.

The solution

APM's community is an online member benefit space powered by Hivebrite for networking, knowledge sharing, and accessing exclusive content relating to the project management profession.

In January 2022, the APM Community launched the APM Mentoring Programme to further support the professional development of its members.

The mentoring program was created from scratch using Hivebrite's Mentoring Module. By applying to be a mentor or mentee in the programme, members have the opportunity to exchange knowledge and experiences, learn new skills, and provide guidance to help others achieve their ambitions.

Using Hivebrite's Mentoring Model, participants can:

- Create a mentor or mentee profile and define their objectives for the program
- Establish professional relationships of their choosing in a secure online space
- Engage with professionals of all experience levels and occupations
- Discuss and share knowledge across a wide range of specialist subjects
- Explore reverse mentoring opportunities to exchange skills and close generational gaps



“ The online platform allows mentees to browse mentor profiles, choosing a match that feels right for them. Becoming an APM mentor has allowed me to give back to the profession, gain insight on different industry sectors all whilst having my own skills and assumptions challenged. “

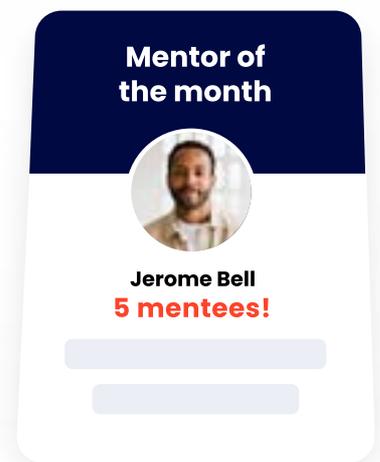
Shamala Govindasamy

ChPP, APM Mentor

The outcome

In less than ten months, 231 mentees and 229 mentors have been enrolled in the program. To date, 139 active mentoring pairs have been created.

When surveyed, 90% of program participants stated they would recommend the mentoring program to other members. Of this 90%, 40% stated they would be likely to recommend it and 50% stated they would be very likely to recommend it.



“ I am delighted that we can offer our community the added value of a mentoring program to drive our mission and give members another reason to come back! The mentoring module is easy and fun to use from an admin and user perspective—single sign-in is especially convenient! “

Sarah Slater

Volunteering Manager, APM