

Google Goes Big For National Mentoring Day



By Kevin Pratt Forbes Advisor Staff

To mark National Mentoring Day on 27 October 2020, search engine Google and its charity partner, Digital Boost, are offering 10,000 hours of free mentoring to small business owners and individuals across the UK.



National Mentoring Day promotes one-to-one support to help people identify new skills “to inspire, motivate and increase confidence”. As we reported in August, Google is working with British businesses to help them survive the economic impact of the coronavirus crisis by improving their online profiles. It is now providing mentorees with access to Google Digital Garage coaches and Google staff who will provide support in areas such internet marketing, using social media to boost sales and adapting to business realities post lockdown.

Further details, including how to sign up, can be viewed [here](#). Google’s analysis of search engine traffic shows that searches for “business help” in 2020 increased by 287% compared with 2019, while searches for “business advice” have surged 32%. It believes this is an indication that businesses recognise the need to acquire new skill sets so they can adapt to a commercial landscape increasingly dominated by internet sales and marketing.

Local hero

An example of a business person who has taken advantage of this initiative is Jodie Tyrrell, founder of local.shopping, which provides local food outlets with marketing outreach to their local community, initially across south Manchester. Jodie was mentored by Christine Braithwaite, a Google Digital Garage trainer, who helped her develop an understanding of how to use social media and print ads to attract her core audience. After two hours of coaching, Jodie ensured her local business appeared at the top of the search results when searching ‘shopping services Cheadle’. She said: “This coaching has given me a level of understanding of how to maximise my business online that I would never have found myself. My one-to-one coaching session left me feeling invigorated and full of plans and actions.”

Chelsey Baker, founder of National Mentoring Day, said Google’s provision of 10,000 hours of free mentoring to small businesses and charities is a significant boost for business development in the UK: “Mentoring is transformational not only for the businesses receiving it, but also for the individual and their families. It has the power to positively impact all areas of business and society. “Mentoring is an invaluable source of guidance, support and inspiration to help businesses prosper in these difficult times.”