

2024



MARKETING  
MENTORSHIP  
PROGRAM

# PROGRAM PLAYBOOK

[www.aimonecompany.com](http://www.aimonecompany.com)

## VISION

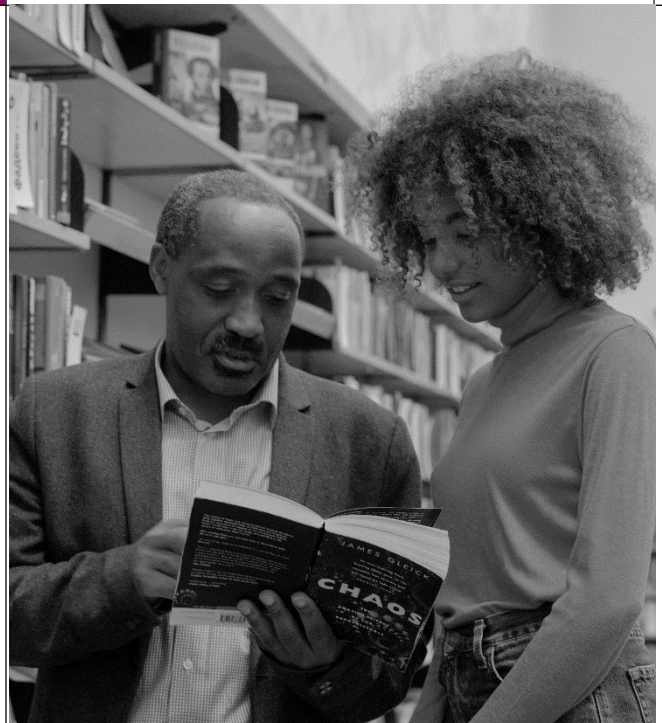
Our vision is to create a community of marketing professionals who are committed to continuous learning, growth, and innovation.

## MISSION

Our mission is to empower aspiring marketers to achieve their full potential by providing them with the tools, resources, and support they need to succeed.

## PROGRAM GOALS

- To provide mentees with personalized guidance and support from experienced mentors.
- To help mentees develop their skills, expand their knowledge, and achieve their career goals.
- To create a supportive and collaborative environment where mentors and mentees can learn from each other and grow together.



## FOUNDER'S CHARGE

It is with great pleasure and excitement that I welcome you to the Aim One Marketing Mentorship Program. This program is not just another opportunity for professional development; it is a transformative journey that will shape the future of marketing in Africa and beyond.

As the founder of Aim One Company, I have always believed in the power of mentorship to drive innovation and excellence. I have seen firsthand how the guidance and support of a mentor can transform a promising talent into a true leader. That is why I am so passionate about this program and the impact it will have on all of you.

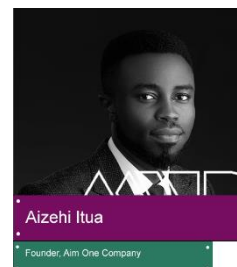
To the mentors, I thank you for your willingness to share your knowledge and expertise with the next generation of marketers. Your guidance will be invaluable in helping our mentees navigate the challenges and opportunities that lie ahead. I encourage you to be generous with your time and insights, and to challenge our mentees to think differently and push themselves beyond their comfort zones.

To the mentees, I congratulate you on being selected for this program. You have shown a commitment to excellence and a hunger for knowledge that is truly inspiring. I encourage you to make the most of this opportunity, to soak up every bit of wisdom that your mentors have to offer, and to use this experience to propel yourselves to new heights in your careers.

Together, we have the power to shape the future of marketing and to create a legacy that will inspire generations to come. I am excited to see what we will achieve together, and I look forward to celebrating your successes along the way.

Welcome to the Aim One Marketing Mentorship Program.

Let's Play





Agbons Igiewe

Chief Operating Officer Ziza Digital



Jerry Sawyerr

Chief Marketing Officer, Alt Bank



Itiola Ikudinakin

Brand & Marketing Consultant



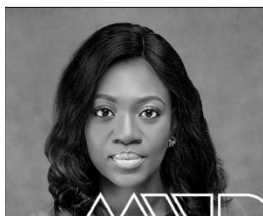
Osato Evbuomwan

Marketing Manager, International Premium spirits and Reserve brands, Diageo



Emeka Nwabueze

Retail Analyst and Advisor, Sainsbury's Argos



Foluke Makinde

Marketing Manager at Flour Mills of Nigeria



Oke Umurhohwo

Marketing Manager, Itel



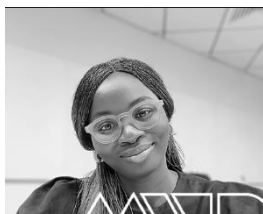
Peter Adesanya

Lead, Digital Strategy, Redwolf



Monalisa Agbata

Co-founder and CMO, Memoi Africa



Fatimat Lawal

Brand Manager, McVitie's



Adeife Fadahunsi

Partner, Aim One Company



Aizehi Itua

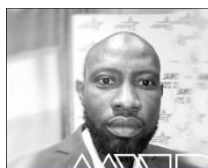
Founder, Aim One Company



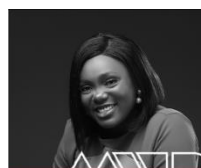
Tobilola Olaosun



Glory Adekunle



Kwame Torkpor-Aboagye



Florence Echendu



Victoria Fatile



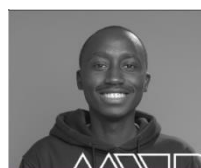
Gbemileke Oloyede



Edidiong Udoh



Blessing Okebe



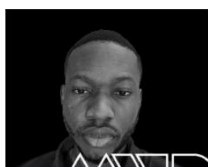
Michael Simba



Adeola Adenike



Opeyemi Obembe



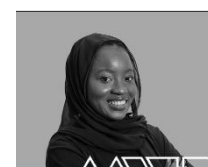
Samuel Ojeh



Chioma Onyekuru



Patricia Akpo Uyeh



Aminat Busari



Kelechi Heaven Kalu

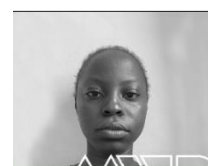
Program Cordinator MMP 1.0



Iyanuoluwa Ogidan



Ledeebari Nwizug



Adedokun Demilade







## ROLES AND RESPONSIBILITIES



### MENTOR ROLES AND RESPONSIBILITIES:

- Provide guidance, support, and advice to mentees.
- Share knowledge, insights, and experiences related to the marketing industry.
- Help mentees set and achieve their career goals.
- Provide constructive feedback and encouragement to mentees.

- Be proactive in seeking guidance and support from mentors.
- Set clear and achievable goals for the mentorship program.
- Be open to feedback and willing to learn and grow.
- Respect the time and expertise of mentors.

### MENTEES ROLES AND RESPONSIBILITIES:



## TIMELINE AND DURATION:

- The program will run for a duration of one month, starting from March 4<sup>th</sup> to March 30<sup>th</sup>, 2024.
- Mentors and mentees are expected to meet at least once a week for the duration of the program.

## MEETING FREQUENCY AND FORMAT

- Mentors and mentees can decide on the frequency and format of their meetings based on their availability and preferences.
- Meetings can be conducted in person, over the phone, or via video conference.

## COMMUNICATION GUIDELINES

- Mentors and mentees are encouraged to communicate regularly and openly.
- Mentees should initiate communication and be respectful of mentors' time.



## PROGRAM SCHEDULE

**Program Announcement**  
January 15, 2024

**Application Opens**  
January 31, 2024

**Application Deadline**  
February 16, 2024

**Participant Selection**  
February 19, 2024

**Mentor Matching**  
February 26, 2024

**Program Commencement**  
March 4, 2024

**Inaugural Meeting**  
March 8, 2024

**Mid-Program Review**  
March 16, 2024

**Industry Learning Session**  
March 23, 2024



## PROGRAM SCHEDULE

**Program Conclusion and  
Closing Ceremony**  
March 30th

**Program Evaluation**  
April 15, 2024

**Program Report**  
April 30, 2024





## MENTORSHIP TOPICS



### SETTING CAREER GOALS

- Mentors can help mentees identify their long-term career goals and develop a plan to achieve them.
- Mentors can provide guidance on career advancement opportunities and professional development.

### DEVELOPING YOUR SKILLS

- Mentors can help mentees identify their strengths and areas for improvement.
- Mentors can provide resources and recommendations for skill development, such as online courses, workshops, and seminars.

# MENTORSHIP TOPICS

## SEEKING ADVICE ON SPECIFIC CHALLENGES

- Mentors can offer advice and support to mentees facing specific challenges in their careers.
- Mentors can share their own experiences and lessons learned to help mentees navigate difficult situations..



## GAINING INSIGHTS INTO THE MARKETING INDUSTRY

- Mentors can provide mentees with valuable insights into the marketing industry, including trends, best practices, and career opportunities.
- Mentors can share their own experiences and insights to help mentees gain a deeper understanding of the industry.





## FEEDBACK AND EVALUATION



### FEEDBACK PROCESS

- Mentors and mentees are encouraged to provide feedback to each other throughout the program.
- A feedback form will be provided at the end of the program for mentors and mentees to evaluate their experience.

### EVALUATION CRITERIA

- Mentees will be evaluated based on their participation, engagement, and progress towards their goals.
- Mentors will be evaluated based on their support, guidance, and impact on mentees'

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