

## Mentoring Excellence

# Transforming **Enterprise Rent-A-Car's** Mentoring Programs for **Higher Retention & Happier Employees**

### INSIGHTS FROM

**Chris Tabourne,**  
Assistant Vice President, Diversity & Inclusion

### LOCATION

**St. Louis,  
Missouri**

### COMPANY SIZE

**10,001+  
employees**

### PRODUCTS USED

**Mentoring  
Complete Suite**

### INDUSTRY

**Travel  
Arrangements**

Enterprise Rent-A-Car, a leading player in the car rental industry, has consistently demonstrated excellence and innovation since its inception. With an extensive network of locations worldwide, a diverse fleet of vehicles, and a customer-centric approach, Enterprise has emerged as a trusted choice for individuals and businesses seeking reliable transportation solutions.

One notable aspect that sets Enterprise apart is its unwavering emphasis on talent management and development. Recognizing that its success is deeply intertwined with the capabilities of its workforce, the company has implemented robust programs and initiatives to nurture and empower its employees.

## The Challenge

# Enhance Mentoring Programs' Quality to Amplify Employee Satisfaction

Enterprise prides itself on its commitment to promoting from within, valuing the positive impact of corporate mentoring in attracting, developing, and retaining top talent. Recognizing the importance of employee satisfaction, the company embarked on a journey to enhance its mentoring program.

**According to Chris Tabourne, Assistant Vice President of Diversity and Inclusion,** employee feedback revealed a need to improve the quality of mentoring provided. Building on continuous research & valuable insights from employees, Enterprise recognized the importance of increasing the effectiveness of both formal and informal mentoring programs across diverse groups and regions.

The pivotal question arose: How can Enterprise successfully accomplish this objective and elevate the mentoring experience to new heights? That's when Enterprise reached out to Mentoring Complete to find potential opportunities in their mentoring programs.



## Approach & Solution

# Identifying Opportunities and Aligning the Mentoring Programs with the Strategic Goals

Mentoring Complete President Rene Petrin worked with Enterprise's leadership team to design a program to transition the existing mentoring programs into a true mentoring model and link employee mentoring to the following four strategic goals while avoiding making the program a performance-based initiative:

- **Provide leadership development**
- **Help improve retention**
- **Increase the diversity of management**
- **Increase employee satisfaction in the area of mentoring**

Chris Tabourne thoroughly discussed the objectives his organization wished to achieve with their collaboration with Mentoring Complete.

In Tabourne's words, "We selected Mentoring Complete because they did a nice job of identifying the opportunities that existed in our mentoring programs at the time and then providing a fresh approach to improving their effectiveness.

Mentoring Complete shifted our paradigm towards true mentoring by helping us to understand the difference between coaching, which is how most of our programs had always been run, and mentoring, which is what we really needed"

Enterprise's pilot mentoring program commenced with two groups, encompassing a total of six programs and facilitating mentoring partnerships between 68 individuals. Following the successful completion of the 12-month pilot program, an annual rollout was initiated across North America for a duration of three years, with an average of

approximately 14 groups established per year. Throughout the past five years, the improved quality of mentoring programs has empowered approximately 2,700 employees to participate in the program, which is facilitated by 44 local groups.

As the corporate mentoring program expanded in scale and impact, Enterprise recognized the opportunity to leverage Mentoring Complete's advanced technological capabilities. By integrating their online mentoring system, organizations experienced a multitude of benefits. The comprehensive platform centralized crucial elements such as forms and reports, ensuring streamlined program management accessible 24/7. Particularly advantageous for organizations with multiple branches or locations, the online system offered seamless collaboration and enhanced efficiency.

As Tabourne remarks, "Having mentoring pairs' information in an interactive dashboard saves me time and effort in following the progress and success of the mentoring programs. The time our program managers spend managing the program has been reduced significantly since we added the online system, too."



## Solution

# Stronger Relationships, Happier Employees, Enhanced Retention

**“The feedback from both mentees and mentors is excellent, with mentors expressing unexpected personal development benefits. Some mentors have even mentioned benefiting more from the program than their mentees. Additionally, the mentee retention rate exceeds our expectations, Tabourne”**

In Enterprise’s latest 12-month rolling report, the organization boasts an impressive retention rate of over 89 percent for its 450 pairs. The mentee retention percentage stands at over 92 percent, with remarkable figures of over 94 percent for both women and minorities. Furthermore, the program has consistently exceeded expectations with regard to the promotion percentage of participating mentees.

**89%**

Retention for 450 Pairs



**92%**

Overall mentee  
retention percentage



**94%**

Retention rates for  
Women & Minorities

Furthermore, Mentoring Complete has significantly contributed to Enterprise’s ability to compete for top talent. As Tabourne emphasizes, “We recognize that today’s generation highly values training and personal career development. They seek regular interaction with managers to address inquiries and ensure they are meeting expectations and goals. Mentoring Complete has enabled this by providing mentees with a dedicated mentor with whom they can discuss their personal and professional aspirations regularly, enhancing their access to invaluable career guidance.

# About Mentoring Complete

Mentoring Complete leverages three decades of mentoring expertise, providing a comprehensive solution that offers unparalleled versatility in creating tailored mentoring programs that align with organizations' specific needs. With precision matching, the platform automatically generates highly compatible matches, ensuring long-lasting relationships.

The Mentoring Complete platform delivers a holistic experience to organizations and associations, encompassing match-building and seamless management of mentoring relationships, free from any limitations or constraints.

**Transform with Mentoring Complete today!**

