

Operating Model

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Customer Level	Customer Description	1:1 Work	Group Training & Workshops	Self-Service & Virtual
Valued Members	Has a formal mentoring program AND good chemistry AND need; work with multiple people including ED.	Deep 1:1 work on multiple parts of toolbox and especially Organizational Capacity with ED.	Content is targeted to mentoring organizations, but all are welcome to attend. Example = Volunteer Leader Workshop	Valued-Member-level web site access + Social media + Receives newsletter.
Members	Has a formal mentoring or life skills program or is planning one.	Occasional 1:1 work, probably with Mentor Program Leader.		Member-level web site access + Social media + Receives newsletter.
Friends	People we meet e.g. at a speaking event or non-mentoring organizations.	Not available.		Public web site access + Social media + Receives newsletter.
Other	General public.	Not available.	Speaking events only.	Public web site access + Social media.