

Mentor / team advisor guidance

Mentors and team advisors provide guidance, support and some knowledge to teams who have chosen to enter the CIMA Global Business Challenge (GBC) and CIMA recognises and thanks all those who give up their personal time to support students entering the GBC.

The GBC provides a platform for students to learn, develop and apply business acumen skills. It is an opportunity for individuals to further develop their team skills, explore how to use business analytical skills and apply some business knowledge in a simulated, but competitive environment.

As such mentors / team advisors must leave the teams to produce their own work. These guidance notes are written with this in mind.

Note: Mentors / team advisors can mentor more than one team.

General guidance

- Mentors / team advisors, should be a positive role model, a coach / advisor, self esteem builder.
- Mentors / team advisors should be committed to help the teams.
- Mentors / team advisors should help motivate the teams where required but must not 'do' the work for the teams.
- Mentors / team advisors must be sensitive to individuals.

Before the competition stages

- Mentors / team advisors, once assigned to a team must make it clear to the team members what their role is and what support they are able to provide.
- Mentors / team advisors, must make it clear that their role is not to produce work for the students which will be used in the competition.
- Mentors / team advisors, must what support the team members require and how often. Agreeing with the team what they would require and what the mentor is able to give.
- Mentors / team advisors, are able to assist team members in understanding financial concepts.
- Mentors / team advisors, are able to assist in developing the teams general business knowledge in order to assist them better understand the case study and how to approach it.
- Mentors / team advisors, are also allowed to assist in arranging meetings with relevant industry representatives, business people who they feel may be relevant to better understanding of the case material or industry in which the case material is set.
- Mentors / team advisors, can assist in presentational skills where able but NOT in the competition material or presentational material or contents of the presentation itself. This must be the teams own work.

- Mentors / team advisors, must allow the teams to make their own decisions with regards to the competition and should only provide support and guidance where required or needed by the team.
- Mentors / team advisors, must act ethically and with integrity at all times, remembering this is a voluntary competition for students. Acting ethically includes ensuring that there is no contact with teams during periods of competition deemed by CIMA organisers to be periods of competing team quarantine. This may involve mentors / team advisors having to actively separate themselves from competitors during venue tours etc.
- Mentors / team advisors role is to listen to all views, be balanced in feedback and offer possible views without judgment or bias.
- Mentors / team advisors and team members must show mutual respect for each other.
- Mentors / team advisors must ensure that the local CIMA representatives are fully aware of the individuals involvement with the team.

During the competition stages

During the competition stages CIMA welcomes all mentors and team advisors to attend. CIMA recognises that mentors / team advisors have given up their time and will want to support their team as it progresses through the competition.

However, during the competition rounds we ask that you to observe the following rules to ensure fairness to all teams, especially those who may not have mentors or team advisors. Once the competition has begun it is the teams own abilities which will be judged.

We appreciate there may be some concerns over students well being during the competition non contact time. However, should students / teams require support or have personal requirements the competition support staff will assist them.

As the global final format is different to that of regional and local (national) finals separate guidance has been provided.

Regional and local (national) finals

At their regional and local finals teams will present one at a time.

- During the presentations mentors / team advisors must not make any comment, signals which may be construed as communication with the teams or coaching from the sidelines
- Mentors / team advisors must not make any attempt to disturb the presentation of their or any other team.
- Mentors must respect the judges and their decisions.

Presence in the competition room

When attending their regional and/or local finals mentors / team advisors can find themselves in a dilemma. While they want to support their team they also want to watch the other teams compete, and learn about the different approaches taken.

Where this has happened there have been incidences where a mentor / team advisor has told their team about the questions being asked by the judges or errors that other teams have made, thereby giving them an unfair advantage.

To resolve this and ensure fairness regional and local finals will follow one of the approaches set out below.

The CIMA local office will decide which approach to take, and may impose extra restrictions eg team members may have to handover any mobile phone, tablet or laptop until after they have presented. Teams and mentors / team advisors may also be asked to sign an agreement that they will abide by the guidance laid out. This is at the discretion of the local office. CIMA's decision is final.

Approach one

- Mentors / team advisors will stay with their teams and not enter the competition room until their teams present.
- Mentors / team advisors cannot communicate with any audience members or judges until their team takes to the stage.
- Once their team has presented the mentor / team advisor can watch all subsequent teams and mingle with fellow audience members.

Approach two

- Mentors / team advisors enter the competition room from the start and watch all presentations.
- Mentors / team advisors cannot communicate with their team until after the team has presented.

Penalties

If CIMA suspects that a mentor / team advisor has broken any of the rules outlined above a 10 point deduction will be made from his/her team's score.

Global final

Mentors / team advisors are welcome to attend the global final.

As the global final covers several days and has several activities not present at regional and local finals the guidance is different.

At the global final the teams competing are divided into three groups by a random draw. On the first day of the competition, Round 1, these three groups present concurrently in different rooms, with the teams in each group presenting one at a time. Teams will not be able to watch other teams until after they have presented. The top two teams from each group progress to Round 2.

For Round 2 the teams receive additional case study material in the morning and are given several hours to develop their response before presenting to the judges in the afternoon.

Mentors briefing

The morning before the competition starts all mentors are invited to attend a mentors' briefing session. This will give further details of the guidance for the competition and is an opportunity for mentors to ask any questions they may have. If there is unanimous agreement then the guidance below may be amended. This is at CIMA's discretion.

Mentors / team advisors guidance

- Mentors / team advisors cannot attend the rehearsal which is the day before the competition starts.
- Mentors / team advisors, once the competition begins, are not allowed to coach their teams after first round presentations have commenced.
- Mentors / team advisors are not allowed to sit with their teams during the presentation rounds, or communicate with their teams during breaks.
- Mentors / team advisors are able to see the first round presentations but once a room is chosen they must remain in that room until all presentations are completed.
- During the presentations mentors / team advisors must not make any comment, signals which may be construed as communication with the teams or coaching from the sidelines or an attempt to disturb the presentations.
- Mentors / team advisors may debrief with their teams after all the presentations are finished.
- Mentors / team advisors cannot attend the debrief given by the judges to the teams who do not progress to Round 2.
- If their team progresses to Round 2 mentors / team advisors must not have any contact with their teams once the case study material has been issued for the final rounds.
- Mentors / team advisors may not speak or consult with judges during any presentation.
- Mentors / team advisors must respect the judges and their decisions.

Penalties

If CIMA suspects that a mentor / team advisor has broken any of the rules outlined above a 10 point deduction will be made from his/her team's score.

Activities

The global final is more than two days of competition. There are a range of social activities where students can mix with their fellow competitors from across the world, engage with the judges, and get a flavour for the country they are in.

- All mentors / team advisors are invited to attend the welcome drinks held on the first evening.
- All mentors / team advisors are invited to attend the award ceremony and gala dinner held on the last night.
- All mentors / team advisors are welcome to join in any cultural experiences/visits, but will be asked to cover their cost of admission and food, where applicable.
- During the competition partners and sponsors will meet with the participants in formal sessions. Mentors / team advisors will not be able to attend these sessions.