

M/WBE Mentoring Success Measures

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There are no universally agreed upon success measurements for minority- and women-owned business (M/WBE) mentoring programs. This is because goals and their accompanying success measures are determined on a case-by-case basis since success measurements are different in each industry and between companies.

Below are three examples of how M/WBE mentoring success is measured.

- **Caremark Rx.** M/WBE mentoring success is measured in several ways such as: 1) how many opportunities were developed for the protégé within Caremark; 2) their overall increase in revenue; 3) their overall business operational stability; and 4) the protégé's improved business operation / process efficiency
- **General Motors.** MBE mentoring success is measured in several ways such as: 1) industry awards; 2) contracts received; 3) growing to a global supplier (from regional supplier); 4) number of new jobs created; and increased capacity / scale. GM notes successes in having created the largest minority business development program in their industry and having created nine successful joint ventures between MBEs and original equipment manufacturers. GM uses four "scorecard" criteria for all their suppliers: 1) quality; 2) technology; 3) service; and 4) competitive pricing. MBEs compete with all GM suppliers in the global sourcing process.
- **Lockheed Martin.** MBE mentoring success is determined by satisfactory delivery of supplier products or services provided in compliance with contract requirements. Lockheed Martin measures the success of the small business suppliers by their continued use and increasing portion of the subcontracted dollars.

Like goals, M/WBE protégé success measurements should be specific as possible.

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