

HOW TO ACTIVATE ALUMNI AS MENTORS AND LEADERS

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in a brief



Brazilian University



Founded in 1951 (75 years old)



Training levels

Undergraduate (6K)
Master's and PhD (350)
Executive Education (4K)



Campus

São Paulo
Rio de Janeiro
Porto Alegre



FRAMING THE PROBLEM

Shifting focus in how we approach the problem

THE QUESTION

| ALUMNI **ESPM**


What is an
alumni?

Why do we
need to
engage with
them?

Focus on the institution

■ What do alumni offer us?

- *Donations*
- *New business opportunities*
- *Source of employment opportunities for current students*
- *Source of legitimacy for our brand*



*“Our commitment is not to our students or their families.
It's with their careers”*

Dalton Pastore Jr, President of ESPM



Focus on the alumni

- What should alumni receive?
 - *Strong academic brand that enhances their career*
 - *Network*
 - *Continuing education based on their professional reality and not on what we want to offer*



THE OPPORTUNITY



ALUMNI
DAY -
MARCH
2024





MENTORING

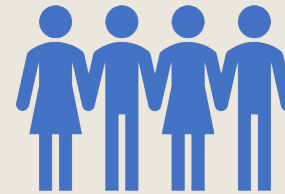
Focus shift



Focus on the institution

Offer a structured mentorship program

- Executive Program
- Mentorship hours



Focus on the alumni

Mentorship as a career path

- Team leadership
- New career



A program that empowers alumni to take on a new professional challenge: to be mentors.



Strengthens the relationship with Alumni and reshapes their role through a give-back initiative

The idea

Objectives



Candidates

Access ESPM's added value through the opportunity to be mentored



Students

Develop skills that are difficult to acquire during academic programs



Mentor

Become better professionals through mentoring practice
Explore mentoring as a potential new career path



Employers

Recognize that ESPM professionals are better prepared to take on leadership roles



ALUMNI ACADEMY
OF MENTORS





Structure

- Trainers
 - *ESPM professors and market professionals*
- Mentors
 - *ESPM alumni qualified to act as mentors*
- Mentees
 - *ESPM students and alumni looking for mentorship*

Part 1: Fundamentals (Feb- Jul/2026)

- Introduce and develop key aspects of the mentoring work, its structure and techniques
- Modules:
 - *Mentor Skills and Tools*
 - *Objectivity and mentor posture*
 - *Emotional objectivity and holistic role of the mentor*
 - *Psychic transference and projection*
 - *Potential for innovation and questioning*

Part 2: Experience and Behavior (Aug- Nov/2026)

- Provide perspectives and frameworks on the application of mentoring in different instances and professional spaces
- Modules:
 - *Networking*
 - *Reframing perspectives*
 - *Focus and direction*
 - *Family businesses and succession*
 - *Conflict mediation*
 - *Team Mentoring*
 - *International mentoring*
 - *International career*
 - *Entrepreneurship*
 - *Awareness and self-knowledge*

Part 3: Supervision (Dec/2026 - Mar/2027)

- Monitor and support mentos in their initial assisting mentees

Numbers

Mentor Academy

Class	Registered	Graduates
1	103	27
2	263	63
3	365	

Mentee

Call for applications	Registered	Mentees
August 2025	79	50%
February 2026	136	

Contacts

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LinkedIn profile



Presentation (download)

