

ABSTRACT

The problem that occurred in Ferto Group was the lack of future generations that had the same DNA as the company's key employees indicated by the age range that is too far between managerial and staff positions. This is allegedly due to the transfer of knowledge from early employees is not going well that affects the less optimal sustainable mentoring component currently performed by the management of employees. Employees feel that the current mentoring is less consistent and unsustainable, making employee performance less than optimal. The purpose of this research is to analyze the continuous mentoring of Ferto Group employees.

The number of informants used in this study were 16 owners and employees of Ferto Group. The method of data collection is by using interview. Data analysis method used is qualitative analysis with interactive model.

Based on the research that has been done then it can be obtained the conclusion, for Ferto Group's survival in achieving its goal of becoming a true and trusted distributor company, it is needed a new generation that will be able to lead Ferto Group in the future. Structured and sustainable mentoring will make Ferto Group's company components to have the same consistency and vision of both employees and leaders and in the long run it is expected to change the principal as well. The company's new culture is based on the value of continuous mentoring to instill corporate values to employees.

Keywords: mentoring, continuous, value, culture, employees