

# Coaching/mentoring for entry- and medium-level editorial staff?

Is there a need?

Who thinks that there is a demand/need for coaching and mentoring editorial staff who have not yet reached a senior level?

I believe that companies want to mentor less experienced subs and managing eds, but those deadlines just don't allow this to happen on a regular basis.

Is this just my perception or is it your experience? Would be interested in your response(s) as I believe that this is an area that sorely needs addressing. And I've got some ideas how.

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