



What is Mentoring?

In Homer's *Odyssey*, Mentor was the teacher in whose care Odysseus left his son, Telemachus, when he set off on his voyages. A mentor is a trusted teacher or counselor who has our best interests at heart and voluntarily helps us learn the ways of the world – the ropes of a business or career. Mentoring is a relationship in which experienced people (mentors) share their time and knowledge with those (mentees) who are willing to perform the work required to become successful. The Mentoring Program is meant to enhance your experience within the IFA. It is simply an additional resource in supporting and assisting new or existing members to become more successful in their endeavors.

Being a mentor:

- Keeps you clearly defined
- Enhances your own performance as you promote best practices
- Increases your value to others
- Encourages creativity
- Releases a renewed confidence as you give to others
- Raises your focus

Taking on the responsibility by assisting someone else, energizes you to obtain the goals you have set for yourself and gives you the satisfaction of knowing you are helping someone else create and accomplish their goals.

Being a mentee:

- Increases your productivity
- Sense of well-being is enhanced
- Provides coaching opportunities
- Opens doors to opportunity
- Saves you time
- Reduces your stress
- Intensifies your level of commitment
- Increases your self-confidence
- Improves your business satisfactions
- Helps you achieve your goals

Qualifications for Participation

To be a mentor you must:

- Make a commitment to work with the matched mentee
- Respect and honor the confidentiality of information and discussions with your mentee's

- Be a good listener
- Be able to identify goals
- Be able to encourage
- Show a sincere interest in others and a desire to help them succeed

To be a successful mentee, you must:

- Respect the time the mentor is providing to you
- Take action and follow through with agreed objectives
- Respect and honor confidentiality of the information and discussions between you and your mentor

How Do I Participate?

To participate in the program as a mentor you must:

1. Complete and submit the online mentoring enrollment form along with two references
2. Once vetting is completed you will need to upload your bio and photo to the Franship Committee for the Website
3. Follow and practice the mentoring guidelines
4. Maintain communication with the committee and submit evaluations when requested

To participate in the program as a mentee:

1. Complete and submit the online enrollment form
2. Once matching has been completed you will receive a request to upload your bio and photo to the committee to share with your mentor
3. Follow and practice the mentoring guidelines
4. Maintain communication with the committee and submit evaluations when requested

Matching Process:

The matching process is based on your responses to the enrollment questions as well as size, industry and needs. Additional factors may play a part into the process of mentor selection such as the mentor's ability to take on another mentee.

How to Conduct a Mentoring Relationship

The mentor and mentee should plan to meet by phone or in person at least once every 3 months for 20-60 minutes. It is recommended that one of the meetings be face-to-face at one of the IFA events.

Both mentor and mentee should:

- Familiarize yourself with the other's business
- Take time to get to know each other
- Maintain each other's privacy and confidentiality
- Set specific goals and expectations for the relationship
- Understand that this is a relationship of mutual respect
- Encourage openness and create a positive environment where ideas and options are freely discussed without fear of compromise of the agreement of privacy
- Establish duration of meetings and contact information
- Keep meetings specific, focused, and as productive as possible
- Track progress within the CRM against goals and milestones and have feedback sessions
- A mentoring relationship typically lasts a year

A mentor should:

- Be comprehensive – help the protégé develop, not just business talent, but values and ethical traits as well
- Be responsive and responsible to the mentee, not for the mentee
- Be willing to give your time generously
- Make the mentee independent of you
- Be willing to share your failures as well as your successes
- Monitor, review, critique and discuss action plans and ensure follow through
- Give options, not just direction, when giving advice
- Be careful not to overstep your mentoring into consulting on subjects outside of your area of expertise
- For issues that are beyond your areas of expertise, suggest to the mentee they seek help from a professional
- Help the mentee meet other members within the IFA
- Ask your mentee to brainstorm solutions to problems they bring to you

A mentee should:

- Be willing to listen, understand and be open to advice
- Act promptly on advice given to you

- Bring energy and an appetite for learning to the mentoring relationship
- Keep in mind that the mentor does not always have all the answers
- Be aware that the mentor's advice might not always work
- Take every opportunity to learn from your mentor
- Set specific appointments for each meeting ahead of time
- Always thank you mentor for their help
- Respect your mentor's time
- Use courtesy when calling between scheduled meetings, e.g., the time of the call, etc.
- Take notes on important points and act on them
- Discuss any problems you want advice on or goals you want with to reach
- Be prepared to discuss your goals and expectations with the mentoring relationship

Evaluations

In order to assist Franship in addressing the effectiveness of the Program, the mentor is asked to complete periodic evaluations of the programs, collect ideas for improvement, and help participants follow through on action items. The evaluations may be completed on a quarterly. The evaluation surveys will be sent to you via your email.

Concluding the Mentoring Relationship

At the start of the relationship, the parties should discuss the tentative duration and termination date. One year is recommended for the duration of the program. Many mentoring relationships develop into long-term friendships, and we certainly encourage that, but a firm termination date is recommended so neither party will become overburdened. Once the mentee has graduated from the program they will be sent a link to join the private Franship Community within Fransocial. In addition, as a graduate of the Franship program you may be invited to become a mentor yourself.

SECTION I.

Date: _____ Last Name: _____ First Name: _____

Company Name: _____ Industry: _____

Number of Franchisees: _____ Number of Domestic Units: _____ Number of International Units: _____

Address: _____ City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Email Address: _____ Best time to be reached: _____

PLEASE CHECK ONE: I am interested in being a mentor. I am interested in being a mentee

I prefer to work with a female a male no preference Franchise System: _____

Please list your special interests and/or hobbies: _____

SECTION II.

Below are possible areas of improvement that a mentor/mentee team may want to focus on:

MENTOR APPLICANTS: Please check the boxes which best describe your areas of strength, then proceed to the Mentor Guide.

MENTEE APPLICANTS: Please check the boxes indicating areas you would like enhanced, then proceed to the Protégé Guide.

FRANCHISE ADMINISTRATIVE

- Best practices with strategic planning
- Best practices when developing KPI's & Monitoring cash flow
- Franchisee compliance with provisions of Franchise agreements and the FDD
- Best practices with dispute Resolution
- Monitoring and implementing compliance tracking systems and CRM's
- When to get involved with transfers and successions planning
- Do's & Don't When Developing FAC's

FRANCHISE OPERATIONS

- Best practices with franchise relations
- Developing effective support structures within your system
- Developing Mentorship Programs
- Coaching on business financial plans and projections
- Coordinating with outside vendors
- How to develop benchmarking metrics to monitor the financial strength of franchisees and the franchise systems
- How can I enhance relevant business administration components of training programs

IMPORTANT – Email form to: IFA's Paul Rocchio: procchio@franchise.org