



What is Franship?

Franship, IFA's Mentoring Program, is meant to enhance your IFA member experience. It is an additional resource to support and assist new or existing members to become more successful in their endeavors.

Who is a Franship Mentee?

A Franship Mentee is a person within the franchise industry who is committed to life-long learning, and has a true desire to enhance their knowledge, skills, and grow professionally and personally.

Qualifications for Participation

To be a mentee you must:

- Respect the time the mentor is providing you
- Take action and follow through with agreed objectives
- Respect and honor confidentiality of the information and discussions between you and your mentor
- Be a good listener
- Be able to take advice and turn it into action
- Be able to identify your goals and effectively communicate them with your mentor

How Do I Participate?

To participate in the program as a mentee you must:

1. Complete and submit the Mentee Enrollment Form, along with your top three (3) picks for a potential mentor. Your mentor picks should align with your role in the industry. For instance, franchisor mentees should select franchisor mentors.
2. Submit future meeting dates, feedback and progress to IFA Franship Staff Liaison as requested
3. Follow and practice mentee guidelines

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 bandwidth.

How to Conduct a Mentoring Relationship

The mentor and mentee should plan to meet virtually or in person, quarterly, for 30-60 minutes. It is recommended, but not required, that at least one of the meetings be face-to-face at an IFA or industry event.

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
- Respect each other's time
- Establish duration of meetings and contact information
- Keep meetings specific, focused, and as productive as possible
- Track progress against goals and milestones and have feedback sessions

Evaluations

In order to assist IFA in addressing the effectiveness of the Program, the mentee is asked to complete periodic evaluations of the program, mentor, and collect ideas for improvement. There will also be a final survey that must be completed and submitted at the end of your Franship relationship. The final survey will be sent to you via email after confirmation that the mentoring period has concluded.

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 certificate of completion. In addition, as a graduate of the Franship Program, you may be invited to become a mentor yourself.

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