



What is Franship?

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

Who is a Franship Mentor?

A Franship Mentor is a person within the franchise industry who exemplifies leadership, creativity, and a true desire to provide advice and knowledge to those newer to the industry. A mentor assists a mentee to develop skills, navigate challenges, and provide encouragement that supports professional and personal growth.

Qualifications for Participation

To be a mentor you must:

- Have, at minimum, 5 years experience in the franchise industry
- Provide 3 professional references
- 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 help identify goals
- Show a sincere interest in others and a desire to help them succeed

How Do I Participate?

To participate in the program as a mentor you must:

1. Complete and submit the Mentor Enrollment Form with references upon request
2. Once vetting is completed, we will ask for your bio and headshot for www.franchise.org
3. Follow and practice the mentoring guidelines
4. Submit future meeting dates, feedback and progress to IFA Franship Staff Liaison as requested

Matching Process:

The matching process is based on your responses to the enrollment questions as well as size, industry and needs of the mentee.

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 mentor is asked to complete periodic evaluations of the program, collect ideas for improvement, and help participants follow through on action items. There will also be a final survey that must be completed and submitted at the end of each of your Franship relationships. 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.