

FSAA Mentoring Program Purpose 2023



PURPOSE

Since its launch in 2013, the purpose of the FSAA Mentoring Program is to provide a member-exclusive service where industry participants partake in a program to help guide and advise sales & marketing professionals within the industry in the disciplines of leadership and what it takes to understand the varied skills, knowledge and experience to grow their skills via knowledge sharing.

OBJECTIVES AND OUTCOMES DESIRED

- Attract and retain talent in the sales, marketing and general business disciplines within the Foodservice market
- Use the skills, knowledge and experience of senior industry leaders to assist in career development of their mentees
- Provide a direction for mentees to resolve their own issues, not have the mentor do their work for them
- Encourage mentees to “stretch” and challenge themselves in a business sense
- Establish specific areas that will be relevant to the participants within sales and marketing disciplines
- Establish a measurement system that reflects the success or otherwise of individual programs
- Establish a feedback mechanism for participants showing outcomes as seen by each other, and the overall program (including ways to improve the Mentoring Program)
- Deliver confidence to both mentor and mentee to discuss those areas that may be of concern, in an environment of mutual trust and confidentiality
- Provide a further service that enhances the credibility of the FSAA to the Foodservice industry
- Position the program to be seen within the industry as a significant opportunity and reward for aspiring leaders

TIMING

The Mentoring Program will commence in February 2023 and run until December 2023, however people can take advantage whenever it best suits their timing. If participants wish to continue their business relationship following that time, it will be at their mutual agreement but not as part of the program.

ELIGIBILITY TO PARTICIPATE

- The Mentoring Program will be available only to employees of FSAA member companies
- Mentees will be from sales and marketing roles – territory managers, account management, state sales managers, national account management, sales operations, product manager, marketing manager and other positions as deemed appropriate
- Mentors will be senior leaders within Foodservice who have acknowledged strong experience within the sales and marketing areas – CEO/MD, Sales Directors, Marketing Directors, experienced sales leaders etc. These will be approached by the FSAA regarding their participation.

CONFIDENTIALITY

This will be stressed as a fundamental tenet of the program to all involved and included in the agreement.

OPERATIONAL ASPECTS AND ACTION STEPS

- ❖ FSAA members will be notified of the program, including its details, and asked to nominate suitable nominee mentees and the rationale for their nomination (January 2023). This will include an application form to be completed by the Mentee and their manager outlining why they wish to be considered, what they would hope to get from the program and other related questions.
- ❖ Mentee nominations to be vetted and selected
- ❖ FSAA to approach targeted mentors to support those applicants (late January 2023)
- ❖ Match mentors and mentees considering geographic location and wherever possible, from different categories e.g. a mentor from food and a mentee from equipment. Competitive companies will not be matched
- ❖ Notify mentors and mentees of their respective matches (early February 2023).

COST OF PARTICIPATION

There is **NO** fee for the program for member company employees, however the opportunity should be considered with a view to see the program to its conclusion.

MANAGEMENT OF THE PROGRAM

Management of the program will be done by the FSAA - appropriate feedback and monitoring mechanisms will be provided. This will be in a format of contact being made each quarter by the CEO or Professional Development sub-committee Chairman of the FSAA with both the mentor and mentee involved in feedback and progress.

FSAA Mentoring Program-Making the Most of your Experience

Making the most of your mentoring experience

- Planning and preparation are crucial for you to get the best of your sessions
- Carefully consider why you need a mentor and what you wish to achieve through the relationship
- Allocate sufficient time for preparation in between each mentoring dialogue and be dedicated to the process
- Be proactive, own the process
- **You** are responsible in driving the mentoring relationship
- **You** need to set goals, develop action plans and follow through on them independently
- You will exercise your own judgment in light of advice from your mentor
- You need to accept full responsibility for your own actions and plans
- It is not an expectation that the mentor is subsequently required to find you a job or to be your promoter
- You are required to take an active role in reviewing both progress and the mentoring relationship
- Be open to challenge and feedback
- Be open to new learning and feedback
- Be open to being challenged and having your assumptions questioned
- Maintain respect and manage expectations
- Maintain a professional relationship with the mentor, accept your mentor is a more experienced colleague and not a personal counsellor
- Have realistic expectations of the mentoring relationship and the availability of the mentor
- Maintain the confidentiality of discussions, except where agreed

FSAA Mentoring Program-Making the Most of your Experience **cont'd**

Other Tips

- Meet with your mentor at mutually agreed times
- Drive the mentoring relationship by deciding which issues and concerns you wish to discuss. Mentoring discussions can be held face to face, via Zoom or over the phone
- Go to meetings with an agenda of what you would like to discuss
- Keep the relationship informal and open.
- Be open to constructive feedback and keep your mentor advised of subsequent courses of action, where appropriate.
- Make effective use of your mentor's time by having focused sessions, at times it is advantageous to send your mentor the agenda prior to meeting
- Remember that the mentor is giving his/her time and advice freely, but also are a very busy industry professional – stick to your set times

Advantages of being mentored by an industry professional

- The opportunity to learn from an acknowledged leader in the Foodservice industry
- The opportunity to make your own decisions based on what is learned
- Expanded career development and advancement potential
- Working with someone who can understand the issues you face



Foodservice Suppliers Association Australia Inc.