



Welcome to the
Batonnage Mentorship
Program!

MENTOR
GUIDE

2022-2023



Thank you for choosing to apply for the [Bâtonnage Forum Mentorship Program](#). We are thrilled to share information about the program, levels, and how best to support our Mentees.

THE PROGRAM - WHAT IS IT

Bâtonnage was designed to stir up conversations about equality and diversity in wine, centered around women's experiences in our industry. Our goal has always been to chart positive, forward progress and to work on solutions to challenges. To truly achieve equity, we must do the work to bring up women and minorities in our industry.

The Bâtonnage Mentorship Program is explicitly designed to do this in a strategic, pragmatic, and accessible way by providing a forum for people at various stages in their careers and across different Industry Areas of Focus (IAFs) to connect, share insights, and forge pathways for increasing inclusion and representation at all levels of the industry.

KEY TENETS - HOW IT WORKS

We operate across three levels of engagement. We welcome Mentees who are beginning to explore work in the wine industry, those who are starting in their first jobs (or changing fields), and those who are advancing into higher-level roles.

- **[Six Industry Areas of Focus \(IAFs\)](#)** broadly introduce Mentees to people and experiences so they can consider potential career paths.
- **Organic, authentic relationship building** ensures we do not impose a strictly structured format.
- **IAF Heads as Connectors** allow us to connect people rather than enforce strict parameters or expectations for mentorship.



PROGRAM STRUCTURE - THE BREAKDOWN

Level 1: Communication and Networking

Welcoming candidates interested in pursuing a career in the wine industry.

The wine industry offers a myriad of career options. Navigating the decision to further your career within it can be daunting. In Level 1, we create an inclusive, inviting space for candidates to ask questions and learn from the experiences of participating mentors. Instead of matching Mentees with a specific Mentor at this point, Mentees are offered the flexibility to read Mentors' bios, then approach Mentors based on questions about that possible career path. Mentors and Mentees interact for a minimum one-hour session to allow candidates to ask questions, clarify ideas to pursue a career, and verify concepts regarding the industry.

When: Annually during Q1 (January to March)

What to expect: A minimum of one and a maximum of six Mentees are allotted to each Mentor.

How to prepare: This level offers the most flexibility. Interact with your Mentees over individual conversations, group calls, or how it best suits your schedule!

Level 2: Resources, Guidance and Education

Pairing Mentors and Mentees.

This stage will be a relationship-intensive program where each Mentee will be paired with a specific Mentor based on criteria from the application process and demonstrated interest in a particular IAF in the wine industry. The main objective is candidate preparedness, confidence building, and skills-based assessment. Mentors will evaluate each Mentee's strengths, fields of passion, and technical skills. The Mentorship Team will provide mandatory Diversity, Equity, and Inclusion (DEI) training.

When: Annually, between Q2-Q3 (April to July)

What to expect: Direct one-on-one relationship with your Mentee. Communication can be via email, phone, Zoom, or in-person as practical. The Mentor will spend 5-8 hours with their Mentee to review resume details, assess specific skills, set goals, practice job interview-specific tactics, and make themselves available for professional guidance.

How to prepare: Prepare for a deep dive into your Mentee's journey and give solutions-based approaches to their challenges. We will support this with additional educational seminars, access to a resource list, conversation topics, and more!



Level 3: Work Placements & Training Programs

We equip Mentees to enter, gain experience, and grow in the wine industry by creating hands-on work opportunities and experiences. The Mentorship Program will directly provide Mentees with relevant exposure to aspects of their IAF and a more overarching understanding of the organization with which they work. This program relies on committed companies and organizations willing to create programs that provide candidates with tailored work experience to further their careers and propel progress and inclusivity in our industry while providing mentorship and guidance. The Mentees will receive one-on-one support from our incredible IAF heads, access to the Forum, educational resources, and community building within our ever-growing tribe of Mentors and Mentees.

We work in conjunction with the growing aspirations of our Mentee, the requirements and commitment of our partner organizations, and the resources available within our organization to create a meaningful experience for ALL. Mentees selected for this program must have a basic education related to their field, eligibility requirements based on the partner organization, and clarity regarding desired career growth. We can also provide financial guidance to the selected Mentee to help make this dream opportunity a reality and support their education and passion for the industry.

When: Announced throughout the year, according to the calendar of the opportunity.

What to expect: Collaboration with our Mentorship Team. We will work directly with you to formulate, create, announce, review, and hire the final Mentee. The team will continue to support both the Mentee and participating organization through the duration of the program as well. We require the main point of contact to participate in DEI training before the start date.

How to prepare: Email us at mentorship@batonnageforum.com and let's start talking!



MENTOR EXPECTATIONS - WHAT YOU WILL COMMIT TO

- Time commitment: Dependent on the level and what works best for you as long as the above is ensured. Set parameters for your Mentees clearly from the beginning. Let them know what they can expect from you and how you would like to be approached, how frequently you will respond, etc.
- Continued post-program availability: Not required, but welcome.
- Privacy and respecting boundaries: Be mindful of your and your Mentees' sharing. Remind them that whatever is shared should be kept private but know that Bâtonnage is not responsible for any information conveyed.
- Correct tone: Be professional. Be polite. Be sensitive. Be POSITIVE, FORWARD-PROGRESS MINDED.
- Feedback: Bâtonnage has always been a community effort, so we look forward to your constructive criticism and feedback at all levels of this program. We hope to keep iterating and improving it with each level and year, and your participation is vital to this process. Sessions will not be recorded or distributed. This is to encourage frankness and transparency in all conversations.
- An open mind: You may be disappointed in something (maybe many things!), but we encourage you to bring an open mind and spirit of candor and respect to the sessions.

MENTOR RESOURCES

- Bâtonnage will provide DEI training for all interested Mentors or those who need to certify before participating in the program. We partner with Cornelius Lee at Promise 54 for these training programs.
- To push our candidates, we organize additional group sessions for Level 2 and 3 Mentees with general topics that will be of value to all our candidates. Details of these sessions will be shared with you once they are finalized. All Mentors are welcome to participate in these sessions.
- We will share our [Resources guide](#). Please share any additional recommendations for advanced technical books, educational materials, and/or resources to add to this growing list.
- We participate in the Diversity in Wine Leadership Forum and other organizations working in this sphere to help facilitate cross-information that could be relevant to our Mentees and Mentors.
- Mentees receive an annual, complimentary subscription to GuildSomm to access its incredible educational platform.

CONTACT US

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