



# Tourism Business Mentorship Program

## Frequently Asked Questions

### What is the Tourism Business Mentorship Program?

The Tourism Business Mentorship Program provides opportunities and resources for interested NWT tourism operators (Mentees) to learn and benefit from experienced operators (Mentors). The Program will help Mentees to:

- maximize their potential;
- improve their leadership skills; and
- become successful and profitable tourism operators.

### What is mentorship?

Mentorship is a coaching method where an experienced person in a business (Mentor) helps a person with less experience in that field of business (Mentee). They work to discuss, evaluate and solve identified business issues.

### What is the difference between a Mentor and a consultant?

Simply, a consultant is somebody you pay to do the work for you. A Mentor is somebody who advises you on what work needs to be done and helps you learn how to do the work yourself.

### How do I know if mentorship can help me?

Because each business has specific needs, only you can answer this question.

A Mentor can:

- help develop your business skills.
- bring a fresh perspective to your business issues.
- provide advice and encouragement to you.
- listen to new business ideas and answer your questions.
- help clarify business-related problems.
- suggest alternative working methods.
- develop solutions to help resolve important business issues.
- help expand your professional networks and business relationships.



## How does the mentoring work?

Once a Mentor and Mentee are partnered together, it is up to them to agree on a mutually convenient place and time to work together.

This may involve:

- Mentees visiting the Mentor's place of business.
- Mentors visiting the Mentee's place of business.
- The use of technology (phone calls, email, Skype) so mentorship is not restricted by geography.

## How is this mentorship financially supported?

Stream 1 – Funding will cover costs up to a maximum of \$5,500 per person as per the agreement between Canadian Executive Services Organisation (CESO) and Industry, Tourism and Investment (ITI).

Stream 2 – The costs covered for this stream of mentorship will not exceed \$10,000 and will be provided as a contribution agreement. Eligible costs will include airfare, accommodations meals, ground transportation, and mentor fees.

## Who can apply to be a Mentee of the Program?

### Stream 1

To be eligible for the program, tourism operators need to meet the following criteria:

- Must be a resident of the Northwest Territories (NWT).
- Must have a valid Tourism Operator License or be a business, collective or organization that is engaged in the NWT tourism sector.
- Must be legally entitled to be a business in the NWT.
- Must have a business plan.

### Stream 2

To be eligible for the program, tourism business operators (Mentees) need to meet the following criteria:

- Must be resident in the NWT.
- Must have a valid Tourism Operator License or be a business, collective or organization that is engaged in the tourism sector.



## How do I apply for the Program?

Applying is easy. An application form can be picked up from any regional ITI office, or you can download it from the website: [www.iti.gov.nt.ca/bmp](http://www.iti.gov.nt.ca/bmp).

Regional Tourism Officers are available to discuss project proposals, help complete your application and to accept your completed application forms.

## How long does it take to be notified if my application is approved?

Stream 1 – CESO will contact successful applicants by letter, email or telephone as soon as ITI notifies them.

Stream 2 – ITI will notify applicants of approval/non-approval within one (1) month of receipt of application, by letter, email or telephone.

## How are Mentors chosen for the Program?

Stream 1 – Mentors must meet the Mentor criteria and standards set by CESO.

Stream 2 – Mentors will be tourism operations who have a reputation for excellent operations.

## How do I get matched with a Mentor?

Stream 1 – Once Mentees are selected, their profiles will be sent to CESO and the recruitment process for a suitable mentor will take place over a two-week period. CESO's recruitment team will present up to three potential candidates' resumes and letters of intent for each Mentee to consider. Mentees will then select a preferred mentor and develop a work plan to complete with the mentor.

Stream 2 – Regional Tourism Officers will, through a proposal submission process, select groups of tourism operators or community tourism project managers to visit and learn about tourism operations management best practices at tourism operations recognized for their excellence.

## What is CESO?

The Canadian Executive Services Organization (CESO) is a leading economic development organization dedicated to sustainably reducing poverty and fostering economic growth in Canada and globally. It draws on a roster of over 700 highly skilled Canadian Volunteer Advisers (VA) from both private and public sectors in 19 countries around the world and in Indigenous communities in Canada's north. For more information on CESO, visit [www.ceso-saco.com](http://www.ceso-saco.com).



## Who are the CESO Mentors?

CESO mentors are Canadian senior-level professionals from the public and private sector who are passionate about sharing their skills and expertise to empower others. They represent a wide range of industries and professional skill sets.

For more information on CESO visit [www.ceso-saco.com](http://www.ceso-saco.com).

## Why did ITI choose CESO to provide Mentors for this program?

Since 1967, CESO has successfully delivered more than 50,000 assignments in 80 percent of Indigenous communities in Canada and in 122 countries around the world. CESO has worked in partnership with the Government of Nunavut for almost 15 years and continues to earn strong and favorable recognition for the sustainable and meaningful contributions it makes to building human and organizational capacity in communities, businesses and organizations. The partnership will give the NWT Tourism Business program access to CESO's experienced business mentors. For more information on CESO visit [www.ceso-saco.com](http://www.ceso-saco.com).

## How confidential are my sessions with a Mentor?

Mentoring will touch on very confidential and sometimes personal issues. It is therefore essential that the working relationship between Mentor and Mentee be kept confidential.

## What is my involvement and commitment to the mentoring process?

Each mentoring session should result in a set of action items that the Mentee and the Mentor collectively decide on. As part of the process of building your business and addressing business related issues, it will be your responsibility to work on these action items. These action items will be reviewed and refined during the course of the mentoring process.

## What is my time commitment as a Mentee?

Together with your Mentor, you will determine the time commitment based on your specific needs. At the beginning of the mentorship, you and your Mentor will develop a work plan outlining the time frames and what you would like to accomplish. It is important to engage in consistent communication with your Mentor in order to work toward your identified business goals.



## **What topics are covered during my mentoring sessions?**

This will depend on your specific business context. Some Mentees will need immediate advice to remain in business, while others may need more strategic long-term support. When you start the mentoring process, these topics will be identified with your Mentor and help guide your future sessions.

## **Do I need to do any preparation prior to the first mentoring session?**

The more information you can give your Mentor before or during your first session, the better. This will speed up the time taken to understand your business and issues. Some of the subjects that the mentor will be interested to learn about would include your financial position, opportunities and ideas, any challenges that you face, and an overview of what service or product you provide to the tourism industry.

## **Is my Mentor allowed to do paid work for me in addition to the mentoring sessions?**

No. A Mentor is prohibited from gaining any commercial benefit from their mentoring work. However, after this mentorship contract is complete, they are free to pursue whatever relations they see fit.

## **Can this mentorship program help me if my business is outside of the NWT?**

No. The Tourism Business Mentorship Program is only open to residents and business operators in the NWT.