

Tourism Business Mentorship Program FAQs



The **Tourism Business Mentorship Program** provides approved Mentees with an opportunity and financial support to learn important business skills from an experienced Mentor. These skills will help Mentees to:

- Maximize their potential;
- Improve their leadership skills; and
- Become successful and profitable tourism operators.

What is mentorship?

Mentorship is when an experienced person in a business (**Mentor**) helps a person with less experience in that field of business (**Mentee**). Together, 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:

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

How is this mentorship financially supported?

Funding will cover costs valued over \$7,000 per person as per the agreement between Catalyste+ and Industry, Tourism and Investment (ITI).

Who can apply to be a Mentee of the Program?

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.
- A business plan would be an asset.

How do I apply for the mentorship 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.

Regional Tourism Development Officers are employees of the Department and are available to discuss your mentorship proposal, assist with your application and accept your completed application form for the Tourism Business Mentorship Program.

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

Catalyste+ will contact successful applicants 4-6 weeks after the program deadline for applications.

How are Mentors chosen for the Program?

Mentors must meet the criteria and standards set by Catalyste+.

How do I get matched with a Mentor?

Once Mentees are selected, their profiles will be sent to Catalyste+ and the recruitment process of a suitable Mentor will take place over a two-week period. Catalyste+'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 be completed with the Mentor.

Who/What is Catalyste+?

Catalyste+ is a Canadian registered charitable organization with programs across Canada and in over 20 countries, operating from offices in Toronto and Montreal and with volunteers from all across Canada. It is one of Canada's leading volunteer sending organizations, drawing on a roster of over 700 highly skilled Canadian Volunteer Advisors (VA) from both private and public sectors. For more information on Catalyste+ visit their website: www.catalysteplus.org

Who are the Catalyste+ Mentors?

Catalyste+ Mentors are people who genuinely enjoy helping small businesses overcome hurdles to develop and prosper. Catalyste+ Mentors come from a wide variety of successful businesses. These might be people with experience owning and running a small business; working for and running organizations with strong links to small business; or possibly working for large organizations.

For more information on Catalyste visit their website: www.catalysteplus.org

Why did ITI choose Catalyste+ to provide Mentors for this program?

Since 1967, Catalyste+ has successfully delivered more than 47,000 assignments in 80 percent of Indigenous communities in Canada and in over 122 countries around the world. Catalyste+ has worked in partnership with the Government of Nunavut for over 14 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 other organizations. The partnership will give NWT tourism businesses access to Catalyste+'s experienced business mentors. For more information on Catalyste+ visit their website: www.catalysteplus.org

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 you (the Mentee) and the Mentor decide upon. 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?

Each mentee will receive 3 days of in person mentorship followed by up to 4 days of virtual mentorship on a schedule developed to suit their availability. 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?

As the Mentee, you will select a topic during the application stage and put it on your application form. The topic should be specific to your business goals. When you start the mentorship, your chosen topic 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.

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.

