



CANADIAN WOMEN IN COMMUNICATIONS
ASSOCIATION CANADIENNE DES FEMMES EN COMMUNICATIONS

Mentorship Program

The objective of the CWC Mentorship Program is to grow the pool of women who are equipped to advance to senior leadership roles within the core sectors of the communications industries. The program supports our key mission - supporting the advancement and impact of our members within our sectors the communications industry.

What we mean by mentoring

Our program creates and supports partnerships that provide the opportunity for an emerging leader to access the skills, perspective and learning lessons that a senior leader can provide. We customize partnerships to reflect a mentoree's development goals and a mentor's practical experience, by matching partners on the basis of key '*leadership skills*' the mentoree has prioritized for personal career development.

How we do it

We provide customized Toolkits for both mentors and mentorees, partnership matching, as well as ongoing support and follow-up.

Partnerships last for one year, and typically involve 4-6 meetings, as well as informal follow-up on action plans between meetings. While the partnerships may be informal, it is nevertheless a business like relationship involving personal time, commitment and self-assessment for the mentoree.

Who should apply

This program will interest you, if you:

- Have 5-15 years experience in the workforce
- Have current or past experience in our core industry sectors:
 - Cable
 - Broadcasting
 - Telecommunications
 - Print Media (newspaper/magazine publishing)
- Have experience in managing others
- Have identified advancement to a senior management role as a key development objective.

Your must be a current CWC member to apply, and priority will be given to candidates who match the above criteria.

Who benefits from Mentoring

Mentorees have the opportunity to create a more focused long-term development plan, while mentors gain important insight about leading and motivating tomorrow's leaders. The communications industry benefits by growing its overall leadership capacity.

The *success* of a partnership, however, is directly related to a mentoree's effort, energy and commitment to setting goals. Mentors cannot set mentoree goals; they will, however, provide feedback, set challenges and help a mentoree measure their personal effectiveness.

Both partners should have a proven track record in the ability to listen to, and learn from others.

How to apply to be a mentoree

- Complete the CWC Mentorship Application, available on our website.
- Forward your application and an up-to-date resume to the CWC office by email or fax.
- Review the Mentoree Toolkit (also on our website); mentorees are expected to complete the Self-Assessment exercises prior to the first meeting with a mentor.
- The CWC Office will contact you to schedule a One-To-One personalized career coaching session with a professional counsellor who will review your application and objectives.
- The CWC Office will then match you up with a suitable mentor.

Important Note!

If your experience and objectives do not match the mentorship guidelines, CWC has developed a self-directed Toolkit – 'Career Energizer' – that assists members with self-assessment and practical tools and techniques for managing your career success. See details on the website.