

# LEVEL 1 MENTEES

## *Bâtonnage Mentorship Program Feedback 2022*



## Communication and Networking

*By Team Bâtonnage*

Level 1 is focused on networking, communication, and welcoming candidates interested in pursuing a career in the wine industry. The wine industry hosts myriad career options, and navigating the decision to further your career within it can be daunting, especially when access to leaders and their time is challenging to obtain.

The objective of Level 1 is to create an inclusive, inviting space for candidates to ask questions and learn from experiences of participating mentors. Instead of matching mentees with a specific mentor at this point, mentees are offered the flexibility to read through mentors' bios and experiences, then approach mentors based on interest in and questions around that possible career path. Mentors and mentees interact for a 1-hour session to allow candidates to ask questions, clarify ideas to pursue a career, and verify concepts regarding the industry.

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**104 MENTEES  
PARTICIPATED IN  
LEVEL 1**

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**SURVEY SUBMITTED  
ANONYMOUSLY**

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**37% RESPONSE RATE**

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## OVERALL FEEDBACK

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### **1. Overall, how would you rate the Level 1 Mentor Program?**

42% - Excellent  
53% - Very Good  
2.5% - Fair  
2.5% - Poor

### **2. How would you describe the quality of your specific experiences as a participant in the program?**

63% - Excellent  
32% - Good  
2.5% - Fair  
2.5% - Poor

### **3. Would you be interested in applying to participate in Level 2 of the program? Level 2 applications are now open via the Bâtonnage website.**

58% - Yes! Sign me Up!  
37% - Maybe  
5% - No

### **4. Did the mentoring sessions, resources list and direction provided for the Level 1 program help you prepare for your career in the wine industry?**

74% - Yes  
18% - Somewhat  
3% - Not Sure  
5% - No

### **5. Were you comfortable speaking with your mentors about questions, challenges and opportunities in a safe and inviting environment?**

95% - Yes  
2.5% - Maybe  
2.5% - No

### **6. The IAF Program Leads were accessible and easy to talk to and seek advice from when necessary?**

77% - Yes  
18% - Not Applicable  
5% - No

### **7. Overall, how would you describe your experience with individual mentoring sessions?**

58% - Excellent  
34% - Very Good  
5% - Fair  
3% - Poor

**8. If you attended multiple sessions, was there a particular format that resonated most or you found most effective/useful?**

- Mentors setting a group meeting schedule at the beginning of the program,
- A mixture of small group sessions and one-on-one meetings: small groups sessions to network and connect and one-on-ones to develop a relationship with the mentor and dive into personal growth,
- Mentors who put together resources with book suggestions, websites, scholarship opportunities, etc.,
- The option for in-person, one-on-one meetings, when possible,
- Group sessions that had a general theme or topic, and were somewhat structured/had an agenda

*"I thought that having a small group of 3-4 people was most effective. It allowed us to hear other questions/insights while still having enough time to ask our own individual questions."*

**9. What was the most satisfying about the Level 1 Mentorship Program?**

- Connecting with and learning from a diverse group of mentors,
- Hearing all the different backgrounds of the mentors and avenues to take in the wine industry,
- Opportunity to connect with mentors, but also with the other mentees,
- Expanding professional network/connections,
- Some mentors introduced mentees to other people in the industry outside of the program,
- Creating a community to bounce ideas off and gain perspective,
- Mentors were genuine, enthusiastic, and approachable,
- Specific advice to specific situations that mentees were going through,
- Hearing stories on how mentors started their careers

*"The candidness with which the mentors spoke about the industry and their experiences was extremely refreshing. I loved when we dug into the difficult topics such as locations to live in where you can/can't find success in the industry, what to expect as far as pay, career growth opportunities, and ease of pivoting within the industry."*

*"I enjoyed getting help with finding and booking to attend my very first wine event."*

*"It was so satisfying to finally be connected with other women professionals navigating the same questions and issues and getting honest, professional answers from inspiring women wine professionals. Being new to the industry, it is easy to feel alone and like you have to figure it all out on your own. But being a part of this program gave me some relief and was a valuable resource for me. And not just a resource, but I feel like I have amazing opportunities to build up relationships with other women on this path through this program."*

**10. What was the least satisfying about the Level 1 Mentorship Program?**

- Number of mentors per mentee, overwhelming to keep up with all the mentors/times,
- There were more onsite/in-person opportunities to learn hands-on last year, would have liked to see more of those opportunities,
- Each mentor ran things differently - would be beneficial to have consistency for scheduling/know what to expect, clear direction and structure for discussions/meetings,

- No set schedules for meetings, and not based loosely around time zones,
- No set format to group meetings made them unproductive sometimes - could there be a list of questions that the mentors send out so that mentees can be prepared?
- Unclear on fellow mentees' backgrounds in meetings, could be helpful to share resumes, short bio, etc. so all can be on same page,
- Too short of a time frame for the program,
- Some mentors were hard to schedule meetings with/unresponsive/only had one session

*“Some mentors were not as engaging as others, it appears because of busy schedules, so mentors in the future should really evaluate if they have time to truly be mentors.”*

## **11. What would you suggest to improve the Level 1 Mentor Program?**

- Writing prompts to have mentees fill out for each group meeting to have a more organized session or have mentees send in questions to mentors before meetings so they have time to prepare,
- In-person meet ups for those who live close,
- System for sharing contact information/bios amongst mentees in the same IAF,
- Set meeting times for each mentor, not trying to work around everyone's schedules,
- Mentors collaborating and hosting joint sessions within IAFs,
- A Bâtonnage tasting group to accompany Level 1, with mentors suggesting themes,
- An email on the onset of the program listing out what mentors a person is paired with, unclear what mentors they had until mentors reached out, could anticipate who would reach out based off list,
- Satellite events for networking and community-building,
- Record group sessions and allow those who missed them to watch,
- Initial call with all mentees to explain process, how many mentors to choose, how meetings will be scheduled, when to expect mentors to first reach out, etc.,
- Most assumed they were not going to get all requested mentors, more clarity around choosing mentors,
- Extend the program duration,

*“Anonymous salary survey ... creating a practical source for women to reference as they go into raise conversations or interviews, is imperative. The source should have region and title specific pay ranges too. Let's give women concrete numbers and examples of how to know their number!”*

*“It would have been helpful to receive a list after the matching process that said: here are the X mentors you have been matched with. In some cases, there was a lag of several weeks before initial contact with some mentors, which was confusing as to who/how many mentors I had. Also, maybe some regional planned meetups for mentors/mentees?”*

*“Mentors should try to go over what their format(s) and availability is with their mentees so that mentees can reasonably know what to expect from a given mentor.”*

**12. Would you like to leave a testimonial for us to share in our publicity and outreach efforts? If so, wax poetic below!**

*"Bâtonnage has changed my life! These lovely women provided the confidence and guidance within me to pursue higher level positions within my company. Because of them, I've received a promotion and feel that my journey within the wine industry is more focused than ever. My relationships with my mentors has blossomed, and I confidently feel I have a lifelong support group. I've recommended this group to all other females I interact with in the wine industry, and hope that they too can grow!"*

*"I highly recommend getting involved with any Bâtonnage Mentorship Program. I learned so many from my mentors and am extremely grateful for their time, ability to be vulnerable and help prep, not just me, but many others for their futures in wine!"*

*"The Bâtonnage Mentorship program has shifted my perspective in how I'm thinking about the trajectory of my career, what is indeed possible for me, and how I live my life. As someone with a safe, established, career in the tech industry, uprooting where I live, how I live, and what I do for a living previously felt like a massive risk. Post my many discussions with the Bâtonnage mentors, I now feel like I can take that leap, because I not only have a safety net, I have the wings I need to fly. From practical conversations on topics such as pitching articles and formatting resume's, to advice on huge life discussions as to what city/neighborhoods to live in, and what salary/benefit expectations are realistic, I feel more prepared than ever to pivot into the wine industry. My mentors have all told me our relationship does not have to end here, that I now have a contact for life, and I believe this with all my heart. I'm so grateful to have had this experience, and guarantee it will encourage many more women like me to follow their passion in fulfilling their dream of working in the wine industry."*

*"Bâtonnage is a group that seeks to empower women across all areas within the industry, through a forum that is judgement free and a genuine community. The connections established through this program have been fundamental to my career, and each time I have the privilege of speaking with a lady within Bâtonnage, I leave feeling inspired!"*

*"I loved the program a lot. My wine world had been very narrow and quite sad before Bâtonnage. I was shown multiple possibilities to grow, many ways to network and how varied experiences can be. I started feeling I was not alone in my challenges, 'deadlocks', questions. I started valuing my own qualification and skills more and got self-confidence I'd lacked. As if someone told me: 'You are good enough, you are doing good, keep on, we are all there, we have similar problems, we can get through, even small steps are important'. Cause in everyday professional life we rarely hear such things and start questioning ourselves even when we shouldn't. Thank you!"*

*"As someone who is exploring the idea of a career in wine, it was wonderful to participate in Bâtonnage not only to learn from the amazing mentors who have great depth of experience but also from the other mentees who come from all over and all experience levels! I highly recommend Level 1 for those who are looking to build their network of women in wine!"*

*"Being able to participate in this mentorship was everything I needed. I knew I wanted to get into wine, but I didn't want to go in blind. Being able to meet and talk to other women in the industry has been absolutely amazing and motivating. I can't wait to see where I am a year from. I'm so thankful for these women willing to go above and beyond for mentees."*

*"I am so grateful I was introduced to Bâtonnage. Being new to the wine industry, there is so much to navigate and it's easy to feel overwhelmed and alone on the journey. However, through this program, I've gotten to connect with other professionals who can answer my questions and lead me through the process. I've gotten so much more confident on my journey toward my professional goals, and I've met incredible people along the way."*

*"Bâtonnage Level 1 Program was for a true learning experience! Being exposed to incredible women in the wine industry and listening to their stories, has been an incredible lesson. I recommend to all women passionate about the wine industry to apply to this mentorship program!"*

*"As someone with a growing interest but minimal experience in wine, having industry professionals to speak with was an incredibly low barrier to entry resource. The profiles of all the mentors on the Bâtonnage website allowed me to individually select professionals based on the topics I was most interested in. All of the mentors were completely open and honest with their opinions and shared insightful knowledge about their various wine sectors. The fact that the mentors generously donate their time, is a great representation of what the organization is about. Uplifting women in wine by utilizing established female professionals to build a stronger healthier more equitable community."*

*"It was an absolutely wonderful experience to borrow tools from this group of women and without a doubt I will use them in my career. This was a multiplier effect on a personal and professional level. Thank you to all my mentors and to Bâtonnage for making this possible."*

*"Listening to and learning from amazing mentors doing different things in wine really helped open my mind to all the possible roles and relationships I could pursue in this industry. I've never received this kind of genuine, voluntary mentorship before. These mentors were seriously interested in lil ole me and actually cared about what I can bring to the wine community. Thank you!"*

*"I had some incredible mentors, they guided and pushed me to levels that I never knew I could reach. There were mentors that poured so much knowledge and information into me that made me feel so grateful to be in a program that helped me to excel to new heights. People that care for you - want to see you win and move up in the industry. They won't just stop here as the program ends, but will continue to lead and guide you through greatness. I am so excited that I was able to participate in this life changing program."*

*"Level 1 is a great opportunity to learn from industry professionals! Through a session your questions will be answered and you will be guided with specific advice allowing you the resources to follow through and begin your wine career of choice."*

*"Bâtonnage thank you for introducing me to an incredible group of ladies, who are empowering me to reach my wine goals! You all rock!"*

*"Bâtonnage is an incredible program and resource for any person looking to further their journey and career in the wine industry."*

