

# LEVEL 1 MENTEES

## *Mentorship Program Feedback 2021*



## Communication and Networking

*By O'Donnell Lane, LLC*

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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**141 MENTEES  
PARTICIPATED IN  
LEVEL 1**

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**SURVEY SUBMITTED  
ANONYMOUSLY**

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**60% RESPONSE RATE**

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## OVERALL FEEDBACK

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

55% - Excellent  
40% - Very Good  
5% - Fair

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

58% - Excellent  
40% - Very Good  
2% - Fair

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

86% - Yes  
14% - Maybe

### **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?**

61% - Yes  
35% - Somewhat  
3% - Not Sure  
1% - No

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

95% - Yes  
5% - Maybe

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

76% - Yes  
20% - Not Applicable  
4% - No

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

61% - Excellent  
37% - Very Good  
1% - Fair  
1% - Poor

### **8. Do you feel you gained professionally from this relationship?**

75% - Yes  
24% - Somewhat  
1% - No

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

- Connecting with and learning from other women in the wine industry,
- Creating a community,
- Mentors were authentic, open, and approachable,
- Making a radical change feel possible,
- Space to speak freely, open dialogue about successes and challenges,
- Expanding professional network/connections,
- Group sessions allowing for connections with other mentees,
- A mixture of group sessions and one-on-one meetings

*“The most satisfying piece of this process was the offline peer connections. A lot of women who participated had either similar or complementary experiences ... I am now a part of a wonderful tasting group.”*

*“The mentors I connected with were really helpful in offering specific actionable steps for moving forward in different areas of the industry. They pointed me towards lots of resources and suggested concrete ways to improve skills and advance in different career tracks.”*

*“... Bâtonnage swept in and introduced me to some phenomenal people who had some great insight into some career choices I was starting to make ... “*

*“... I honestly feel better connected to the industry as a whole and to a fantastic group of people who have encouraged me towards a clearer understanding and focus for a career in wine.”*

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

- Timing and scheduling of meetings (during work hours is difficult),
- Amount of mentors per mentee, overwhelming to keep up with all the mentors/times,
- Mentors missing appointments,
- Each mentor ran things differently - would be nice to have consistency/know what to expect, clear direction and structure for discussions/meetings,
- Too many people in a session,
- Unclear follow-up expectations,
- More presentations, materials, agenda for tangible takeaways,
- Confusion about the process overall, more guidance about how to find a job,
- One and done situation with mentors, desire for ongoing relationship,
- Some never received a confirmation email, so didn't realize they had been accepted until the mentors started reaching out

*“... I do not regret any of the moments I had with the mentors, but would have found it beneficial to know a little more of what to expect in the beginning.”*

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

- Most assumed they were not going to get all requested mentors, more clarity around choosing mentors. Mentees rank mentors initially, and are placed with just a few based on ranking/availability,
- More structure to meeting times, session topics, outreach, etc.,
- Emails lost in junk mail - website portal,
- More clarification on who initiates 1:1 meetings, all mentors use same type of invite (Calendly?),
- Pre-meeting questionnaire to avoid time on introductions,
- Smaller group sessions (limit to 5), lump people together based on experience level,
- Extend the program duration,
- Share contact information for other mentees and mentors,
- Ongoing newsletter or online forum for connection, resources, etc.

*“... I ended up being matched with every single person I had selected which ended up being close to a dozen total! This ended up being overwhelming and I had to ultimately cancel several sessions ...”*

*“Every mentor brought their own style to mentoring. Being the first ever run of the Bâtonnage {mentorship program} there was a lot of freedom on how that mentoring would be presented. I think keeping it up to individual mentor’s preference made a unique experience for me and gave a good perspective of what each mentor’s personality was like.”*

*“... split out the mentees who are in the industry vs. mentees who would like to be in the industry.”*

*“... Maybe part of the application process can include preferred communication styles from the mentees (1:1, written communication, small group sessions) ... “*

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

- Small group sessions (larger sessions were not as useful),
- Sessions with organization, appreciated any forms that were filled out prior and used to deliver structure,
- Mentors organizing sessions based on topic (viticulture, winemaking, career advice, etc.),
- 1:1s highly valued, but a clearer way to schedule 1:1s,
- Short intro, with lots of time for Q&A's, helpful to hear other mentee questions,
- Hybrid version of small group sessions and 1:1s

*“I really enjoyed when mentors created a syllabus for their series of zooms/group discussions, with each having their own specific topic.”*

*“Those with no structure were least beneficial ... “*

*“... One of my favorite takeaways from this program was being able to network further with other mentees (through e-mail, social media, etc.). I’m even going out to beers with one of my other fellow mentees and helping another get an internship ...”*

*“... I liked when our mentor invited 2 or 3 guest speakers who were experts in their field.”*

*“... One mentor did two sessions per week – one was for socializing and connecting with each other, the second was for career questions, advice etc.”*

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

*“Bâtonnage Forum provided a brilliant opportunity to connect with incredible wine professionals, and build connections with industry peers. This level of access is something I could not have expected. The advice, the care and concern some of these mentors had for women in the industry (or wanting to be a part of the industry) was invaluable. “*

*“The Bâtonnage Mentorship gave me the opportunity to connect with inspirational females in the wine industry that I would’ve never had the chance to meet otherwise. The conversations had with these women were inspiring, motivational, encouraging, and a lovely resource to further my career in the wine industry.”*

*“I learned so much from a multitude of inspiring, empowering women - both my mentors and mentees. I can’t wait for Level 2!”*

*“After the challenges that 2020 brought forth, participating in the inaugural Bâtonnage Mentorship Program Level 1 provided the energized inspiration that I needed to start off 2021 right! It has been an incredible opportunity to interact with so many wonderful women, both mentees and mentors alike. I look forward to watching the program grow, growing alongside with it and paying it back forward.”*

*“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!”*

*“The Bâtonnage mentorship program was probably the single most important step I took in finding resources and making decisions about what my next step is in the wine industry. I was able to connect with folks in a relaxed setting and ask all the questions I wanted to my heart’s content! In addition, it was really spectacular to witness the number of women supporting women going on here. I feel like I made connections and friends that will stick with me for many years to come!”*

*“As an early professional, I was amazed how my mentor’s accounts in the wine industry resonated with my own. Bâtonnage helped provide guidance and encouragement in an industry that sometimes comes with gatekeeping and discrimination. It has opened doors for me and I am grateful to have connected with these wonderful mentors!”*

*“The Bâtonnage group has put together a wonderful network of incredible women in the wine industry, open to guiding the next generation of women through the next steps in their careers.”*

*“The Bâtonnage Mentorship forum is a wonderful set-up by some amazing volunteers. A lot of thought has been put into the selection of mentors and I suggest that any mentee take the time to review the mentor profiles to do the same. The mentors were honest and candid about their experiences – it’s always good to hear various perspectives to get a full 360 understanding of the wine industry.”*

*“The Bâtonnage Forum is one of the first wine industry groups to represent our gender for what it truly is: POWERFUL!”*

*“The Bâtonnage Mentorship program was an invaluable experience at the very beginning of my career in wine industry. The amazing, highly dedicated, experienced mentors created unbelievable open, safe space to discuss various aspects of the industry. They shared their experiences, both positive and negative ones, and gave thoughtful advice. I felt truly seen and heard. With their help I got much needed clarity on what the next steps in my wine careers should look like, both short and longer term.”*

*“A beautiful moment to connect with other women, to be inspired, and to ignite a spark of passion for this industry.”*

*“Excellent mentors and excellent program. While signing up for the Bâtonnage mentorship program, all I wanted was an opportunity to interact with some of the industry professionals. I had no connections in the industry and wanted to understand how to navigate my career and be a part of the wine world. But the program was so much more. After each session, I came back with more food for thought and questions I wanted to ask myself. I learnt so much from each of the mentors and their experiences and insights. Thank you, Thank you, Thank you!”*

*“For me, I was interested in this program as I was making a career change into the wine industry, and wanted to connect with women in the industry who had undergone the same shift. One of my mentors had a very similar path to mine, and through our conversation was able to give me some simple tips, but also the confidence boost that I needed to put myself forward in a new industry. I was recently offered a great job with a local winery, one that I didn’t think I was qualified for given my professional background in a totally different industry. My mentor helped me to see how I could “tell my story” using my strengths from my old industry and my passion for the wine industry to get noticed. The Bâtonnage program helped give me that push in the right direction!”*

*“A life-changing opportunity. These mentors will help you see the potential that lives in you. I would highly recommend going into this mentorship program with an open mind and willingness to connect with other mentees. Who knows, maybe one day you’ll find yourself with four other mentees at your mentor’s restaurant sipping on a fellow mentee’s Pinot Gris Pet Nat.”*

*“The Bâtonnage mentorship program was helpful in being able to see so many sides of the industry from real people living their lives. The mentors were vulnerable and so were the mentees. Not only do they have amazing careers, but they are real humans who also have struggles, and it made this industry feel more welcoming and relatable rather than the stuffy prestigious-ness that were used to seeing. Thank you for putting it together!”*

*“Thank you to each of the mentors who gave their time and expertise to us. I truly learned a lot of real-world knowledge that added tremendous value to my business.”*

*“THIS is the program that I’ve been in need of for YEARS! From the time the Bâtonnage program came across my Instagram feed until the end of the Level 1 session, I’ve made more traction in getting started in the wine industry than I have in the last 5 years. From the amazing advice from the mentors to connecting with other mentees, this has been an invaluable experience for me. This program has been a huge pivot point in the right direction for me and I am grateful for all of the people who chose to invest in me. I will follow your lead and pay it forward. The Bâtonnage program proves there is a place for everyone, and if it’s not, there’s people there to help break down those walls!”*

*“I can’t say enough good things about my experience with the mentorship program. I was connected to a group of women in all facets of the industry that were able to guide me and give much needed advice. I had a lot of ‘a-ha’ moments and felt like my interest in my career got a jolt of energy, something that was especially crucial after a year of mundane pandemic.”*

*“I’d like to thank the Bâtonnage team for organizing such a unique program and all mentors who participated in Level 1 for sharing their experience and industry insights. The program contributed to my professional development and helped me to develop relationships with other industry professionals and expand my network. Thanks to the program I was able to find a part-time job that satisfies my current career goals and matches my skills and interests.”*

*“A wonderful, informative networking opportunity that can lead to a great next step in your career.”*

*“I recently completed my mentorship with the Bâtonnage forum and I am forever positively impacted. This mentorship has cracked the world of wine open for me!! I have been passionate about wine, education and growing in the industry but didn’t have access to mentors, peers or other industry initiatives to learn and grow. Because of Bâtonnage forum, I have met peers and connected with others in all areas of wine, mentor and peer alike. The level one mentorship allowed me to hear from all areas of wine, not just my own industry, and it was an eye-opening experience to hear how each area of wine is unique and cannot function without the other. I have seen firsthand how many amazingly strong, capable, confident, intelligent and proficient women there are in my industry and the future is female! This program has opened doors for connections, resources and networking possibilities that I never would have had access to. It has rejuvenated my passion for wine, during a very trying time for the hospitality industry and given me hope that I can achieve my goals. I am looking forward to diving deeper into mentorship by applying for the level 2 mentorship program to take this momentum a step further and really put focused effort to all of the ideas that have come out of my first mentorship. Thank you Bâtonnage Forum for this opportunity! It has changed my life for the better!”*

*“What an amazing opportunity! As a person who is just starting on their journey, I felt welcomed by both my mentors and fellow mentees. It’s amazing to have a chance to hear a multitude of voices within the industry and be supported by mentors and peers. I feel I walked out with actionable steps to begin building a career in the wine industry, and the connections I made through this internship opportunity are ones that I hope to maintain throughout the career I plan to build.”*

*“The Bâtonnage Mentorship program is a wonderful way to connect with industry professionals. It is very special to meet leading women on a personal level and share each-other’s experiences.”*

*"This program and the amazing mentors were really important for my professional path in the Wine industry because they gave me a bigger view, since I live in France, about everything that the woman who works in wine can achieve. I am looking forward for the next level!"*

*"The Bâtonnage program had a supremely great idea to bring like-minded groups together to learn from experienced professionals how to navigate obstacles and gain the necessary perspective involved in preparing for a career in the wine industry."*

*"Bâtonnage offered this aspiring wine professional the unique opportunity to grow my network of connections, receive invaluable advice for navigating the wine world with resilience, and meet other mentees. My mentors have already been there for me - connecting me with recruiters and connections, and even just sharing a glass of wine over my latest career developments. This program is simply an awesome opportunity!"*

*"There has never been a place where I have felt truly heard and understood until this mentorship program. To have a safe space surrounded with professional ladies of wine is so unbelievably meaningful."*

*"Bâtonnage Mentorship Program Level 1 gives the type of support you dream of when you're just starting out and need direction. The mentors were giving and full knowledge. So much brilliance! I learned so much and expanded my network. You really can't ask for more."*

*"Bâtonnage is exactly what I have been looking for since I started in the wine industry. I loved how this program gave me a plethora of mentors that I could talk about my career with in depth. All the women were so generous with their time and helpful. Getting to talk to so many different women within the industry helped me gain different perspectives on my career and what I should focus on. I walked away from so many talks feeling rejuvenated and like I could take on the world. I have been recommending this program to all my female friends in the industry. Thank you for creating this much needed program!"*

*"I cried, I giggled. I felt seen, heard, loved, and filled with excitement to see more amazing women connecting with one another. Thank you to all of the mentors for taking the time to connect with us. For helping me recognize my purpose again."*

*"The Bâtonnage Mentorship Program has been such an amazing opportunity for which I am truly grateful. Thank you to all of the organizers, mentors and sponsors for making these connections possible. This is an organization filled with sincerely inspiring, accomplished, caring and ethical professionals who have dedicated their time and efforts to improving and diversifying the wine industry for a better future. Many, many thanks!"*

*"This program was life changing for me. As a female who started out in the tech field 20 years ago, I would have been far more successful if a tech-based version of the Bâtonnage Mentorship Program existed then. I'm grateful though that times have changed and that my journey has led me to wine. Wine is more fun anyways."*

*"As someone who is just entering the wine industry, the Bâtonnage Level 1 Mentorship Program was invaluable. Meeting with mentors from across different sectors of the industry opened my eyes to the wide range of opportunities available in the industry and gave me a chance to meet so many inspiring mentors and other mentees. Beyond this, the program has also given me a strong female support network that makes me feel really excited about my future in wine!"*





## DATA SURVEY

*\*Bâtonnage participates with Diversity in Food & Beverage to gather data related to Diversity, Equity and Inclusion (DEI) efforts in the hospitality industry. We invite you to participate in this survey. By completing this form, you're contributing to research on how our industry can improve! There is no perfect survey, so please excuse any inadvertent omissions/errors/etc. This is an optional section.*

### What are your preferred pronouns?

96% - She/Her

4% - Decline to Answer

### What gender do you identify as?

98% - Woman/Female

2% - Decline to Answer

### Which of the following have you been diagnosed with?

78% - Decline to Answer

11% - A mental health disorder

7% - A learning disability (e.g. ADHD, dyslexia)

2% - A disability or impairment not listed

2% - A sensory impairment (vision or hearing)

### Which of the following best describes your sexual orientation?

76% - Heterosexual

10% - Bisexual

8% - Decline to Answer

2.5% - Lesbian

2.5% - Questioning or Unsure

1% - Another Sexual Orientation

### What is your racial or ethnic identification? (select all that apply)

\* In future include 'other' as an option

