

LEVEL 1 MENTORS

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.

**5 CORE COMMITTEE
PROGRAM LEADS |
49 MENTORS**

**SURVEY SUBMITTED
ANONYMOUSLY**

90% RESPONSE RATE

OVERALL FEEDBACK

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

48% - Excellent
43% - Very Good
9% - Fair

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

61% - Excellent
37% - Very Good
2% - Fair

FUTURE STEPS

3. Would you volunteer to serve as a mentor again next year or in the future?

89% - Yes
11% - Possibly

3a. If yes, would you like to participate as a Level 1 mentor again in the next rollout or the future?

70% - Yes
24% - Possibly
6% - Not Sure

3a. If no, why or why not?

- Big time commitment with limited free time to give,
- Logistics and work load, too many mentees per mentor,
- For some, felt that there were too many mentees/some were less than responsive, spent a lot of time coordinating meetings that never happened
- Continue to mentor the Level 1 mentees from their original group, and not bring on new mentees

RESOURCES

4. Did the Mentor training session, resources list and direction provided for the Level 1 program help you prepare for your mentoring experience?

46% - Somewhat
43% - Yes
7% - No
4% - Not Sure

5. The IAF Program Leads were accessible and easy to talk to and seek advice from when necessary.

83% - Yes
15% - Not Applicable
2% - No

6. How would you describe your experiences with your mentee/mentees?

54% - Excellent
44% - Very Good
2% - Fair

7. Did you gain personally from this relationship?

96% - Yes
2% - Maybe
2% - No

8. What was the most satisfying about the Level 1 Mentor Program?

- Meeting new enthusiastic, highly motivated women,
- Making connections,
- Group meetings allowed for networking among the mentees as well,
- Diversity of the women, the varied backgrounds and stories of the mentees,
- The ability to help other women starting out in the industry, etc.

"... The one-on-one conversations were (mostly) really satisfying ... I found developing ongoing relationships with individual mentees satisfying when it was clear that my experiences were useful to them."

"I loved hearing the stories from all these women. It was comforting to know how similar all of our experiences are, and even more so how tenacious and driven these women are to move forward in life getting what they want."

"Getting the opportunity to meet like-minded women and aspiring BIPOC. Hearing their stories and learning about their individual journeys is inspiring."

"This mentee program has given them the opportunity to articulate what they want, and that is a powerful thing."

"... meeting a new generation of future wie leaders and hearing their stories - it's encouraging to think we have such bright talent coming into the industry ... "



9. What was the least satisfying about the Level 1 Mentor Program?

- Too many mentees,
- Some mentees seemed disinterested, combined with lack of responsiveness,
- Time consuming scheduling, not enough time to engage with mentees,
- Not enough mentor to mentee engagement – could learn together how best to mentor others,
- Not enough diversity in mentee pool,
- Not enough direction from Bâtonnage

“I really enjoyed having collective zoom sessions because it allowed for conversation and community. The questions that they had, applied to various individuals, so it made sense to be together tackling issues. I had mentees in many different time zones, and I have had a hard time scheduling ...”

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

- More information/background on each of the mentees to create action items so no time is wasted, can group meetings based on experience level, detail out their backgrounds and goals,
- Ensure that mentees are committed to meeting with mentors so mentors don't do outreach for nothing,
- More structure, organization to sessions,
- Less mentees per mentor,
- Improved process of booking 'meet-ups' with time zone/availability taken into account,
- Cooperative sessions with other mentors, focused sub-groups within larger groups,
- Increased diversity

“I recommend that Bâtonnage really describe or even define what mentorship means at each level more clearly. Maybe Level 1 isn't really part of mentorship but a pre-mentorship stage ... Some of the mentees are seeking to switch or find jobs in some aspect of the wine business and perhaps Bâtonnage could create some kind of job board.”

“The most rewarding and effective (according to the mentees) conversations I had were when they had a very clear idea of how I could help them ...”

“Maximum of 10 assigned to each mentor. They should feel that they've earned the spot, and respect it enough to show up. That mentees signed up for multiple mentors kind of cheapened the experience. They kept talking about how great previous sessions were and didn't seem to be very present for the one that they were in with me. It was kind of insulting, and I was bummed that I didn't get the opportunity to sit in on the sessions with the other mentors.”

“More of a detailed questionnaire for mentees to complete about what they hope to gain from the mentorship, so we can make the time together as productive as possible ...”

“Mentee Facebook Group ... community forum group that lives on ...”

11. Would you have liked additional training/resources for mentors? If so, do you have any specific feedback or requests?

- Majority would like more support, more resources, collaboration,
- Mentors needing/meeting other mentors,
- Meeting with Program Lead before starting individual mentoring,
- More information on mentees in order to efficiently plan their own program,
- Hub of shared resources for mentees. Referral system/email list to place mentees with jobs,
- A few said no, they liked the flexibility to do their own thing

"I'd like to share that the timing of your organizational work was tremendous ..."

"Each Zoom call had a theme (Winemaking, Vineyard, Work-Life Balance, Career Advice). I also created a private LinkedIn group where we could share interesting posts, celebrate successes, etc."

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

"Bâtonnage Mentorship Program is an excellent resource for women working in the wine industry. It is a fantastic opportunity to meet other young wine professionals and learn from one another! And, for those of use who have lots of experience to share, it can be helpful in directing the wine path you choose."

"I really loved being able to be a part of this historic group of women in wine. This program introduced me to so many phenomenal women. I was also able to expand my humility, experience, and network. I appreciate the opportunity to share my experience with other women to help them succeed in the wine world. I loved learning from my mentees too."

"Every time women come together to improve each other's lives, the world gains - in this case, the wine world is the winner. Brava and let's keep going!"

"Only 10% of winemakers are women. Changing the demographics of institutions & businesses takes work! Bâtonnage Forum is a powerful network set up to help shift this imbalance. If you think assisting young women who ambition to enter the male-dominated world of wine production is important, then you should support Bâtonnage Forum in some capacity."

"The Bâtonnage Mentorship Program is a wonderful way to connect women who are building their careers in the wine industry to female professionals who share the same energy and enthusiasm for wine."

"The Bâtonnage Mentorship Program provides a vital opportunity to connect, bringing women from all backgrounds and experience levels in wine together to support and learn from each other. It's clear from the incredible participation in this inaugural program that we absolutely need organizations like Bâtonnage, that foster leadership and networking opportunities for women in the wine industry."

"The Bâtonnage Mentorship program is a great way to connect with women who are enthusiastic about growing in the wine industry. Whether you are a mentor or mentee, it gives you a fun chance to connect with some inspiring women who share a love of all things wine."

“Feels so good giving back to women!”

“Bâtonnage has created a genuine, needed program to nurture the talents, visions and abilities of women in wine. Connecting, listening, learning from each other’s diverse life and experience is more than ever key today to continue to grow a strong, diverse, forward-thinking community where each of us can contribute and belong. Bâtonnage’s mentorship program has a powerful part to play.”

“Being a mentor has been such a rewarding experience, getting to meet women from all walks of life and corners of the industry. I think I learned just as much from them as they might have learned from me. I am so excited and proud to be a part of this program.”

“The Bâtonnage forum Mentorship program is not to be missed - it is truly rare to be able to engage with the top professionals in the wine industry, all working towards a common goal. I feel honored to have been a part of it and recommend it highly!”

“Bringing together woman in wine to share unique experiences and industry connections. This mentorship is a space to unite and truly look at each individuals purpose & passion.”

“Sure! I loved getting to meet such a varied and interesting group of women! Connecting with the other mentors was such a treat, and I was utterly impressed by all of my mentees. Everyone came in full of energy, questions, and ambition, and I learned so much throughout my small group meetings. We followed up our introductory session with an OTBN (Open That Bottle Night), which was a fun way to incorporate goal setting while seeing a bottle of wine through someone else’s eyes. Bravo Bâtonnage! I can’t wait for Level 2.”

“I absolutely loved being a Bâtonnage Mentor. It was an enriching experience to connect with other women looking to grow. Sharing information and experience is an important part of growth. I am a huge believer in ‘ask anything’, in education and in life. I think this program offers a safe space for women to do just that.”

“Participating in this mentorship program has been a major bright spot in a scary, hard year. I’ve been really impressed with all my mentees.”

“The Level 1 Bâtonnage mentee program is an inspiring forum to be a small part of. it’s an easy way to contribute to community and meet the bright minds who will help shape the future of the wine industry. Well done team.”

“The Bâtonnage mentorship program is a exemplary way to “pay it forward.” As a veteran of the wine industry, I have an extensive and helpful network of people willing to assist the incoming generation of leaders. Through the connections established by Bâtonnage, I was far more able to reach out and lend that network broadly to those who are driving their wine career ahead. If you have the experience and time, please lend it to others. A small effort by you can be a big help to someone else - and in the process - you are helping to build a more welcoming and collaborative industry. Together we will build tomorrow’s wine culture to be more inclusive, equitable, and sustainable.”

“The Bâtonnage mentor/mentee program has been a bright spot in my professional career, and not just because the last 12 months have been so challenging and disorienting.”

“A lot of us need this program right now. “Right now” is a moment proving to be both incredibly timely AND long overdue regarding the ways that we (especially we who identify as femme) in the wine industry genuinely, openly and honestly communicate with one another about our lived professional and personal experiences. In a time when so many companies are forced to consolidate their personnel and wine program positions, I find there’s a profound dearth of mentorship available. Furthermore, there are SO MANY communities (in particular BIPOC female-identifying) who are not historically provided access to the mentorship (and even discouraged from taking up that bandwidth) that they deserve.”

“While I don’t believe or intend to suggest that any one person, group, or program can solve these issues, I do sincerely believe that community, communication, and collaboration are habits that need to be intentional and can actually effect change. I’m grateful for the opportunity to reflect on my own career path and share it with others, and I am grateful for the enthusiasm and wisdom of the mentees who have put themselves out there, shown up with great and kind questions, and continue to inspire.”

“Being a mentor for Bâtonnage’s inaugural program allowed me to help dozens of women understand the wine business and plan their paths within it. It was tremendously gratifying for me personally, and I look forward to the positive impact this program will bring our industry in the days and years to come.”