

# MENTOR BROCHURE



FRANCHISE COACH  
IN YOUR CORNER



Canadian  
Franchise  
Association™



## ***Strength in Partnerships***

As a franchise industry veteran, you know how powerful strong partnerships can be. Franchisees rely on you and each other for guidance and support and everyone works together for the collective good of the system. Just as the franchisor-franchisee relationship benefits all parties, partnerships between franchisors that promote best practices benefit the franchise industry as a whole.

That's why the Canadian Franchise Association is launching its new mentor program **Zor-2-Zor: Franchise Coach in Your Corner** to help its newest members learn from the collective knowledge and experience of CFA's mature and established members. This is a volunteer-driven service for members, by members and underscores the uniqueness of CFA as a community of franchise professionals who work together to promote franchise excellence and industry best practices.

CFA is looking for volunteer mentors to participate in **Zor-2-Zor** to consult with new and expanding CFA member franchisors on their self-identified challenges and concerns. In a recent CFA member survey, 50 per cent of respondents wanted to see more professional development opportunities centred on franchisee recruitment and brand development. This is an exceptional opportunity to give back to the franchise community by addressing the needs of new and expanding franchisors and helping them to achieve their goals and overcome challenges.

**As a long-time CFA member, you've pledged your commitment to promoting excellence in franchising in Canada.** What better way to deliver on that promise than to contribute to the success of an emerging franchise system? Assisting in the development and growth of new systems is in the best interests of the franchise industry as a whole; play your part in strengthening Canada's franchise industry and volunteer as a mentor today.



## How it works:

Mentors will be paired with a mentee based on your region, industry and self-identified areas of expertise and availability. You will not be paired with a competitor.

Over the course of a year, you will provide your mentee with 12 to 15 hours of phone or e-mail consultation on their self-identified concerns and challenges. In-person meetings may be arranged at your discretion. You and your mentee will jointly determine scheduling, content and all other aspects of the mentorship.

**To apply, submit a completed application form to:**

Alexandra Mann, Manager, Member Programs  
[amann@cfa.ca](mailto:amann@cfa.ca).

## CFA's Distinctive Excellence

CFA's distinctive excellence is our unique ability to harness the energy and expertise of a diverse team of leaders and volunteers to provide excellent products and services that contribute to member success. Through programs like Zor-2-Zor: Franchise Coach in Your Corner, which enable our established members to share best practices with new and emerging franchise members, we are fulfilling our mission to be the best source for education on franchising in Canada, while also protecting and enhancing our industry.



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## **General Terms and Eligibility:**

Mentor placements are open to franchisors with 5+ years' experience and franchise consultants with 8+ years' experience. As all mentor roles are volunteer based, there will be no compensation for participation in the program or to cover expenses incurred during mentee consultations.

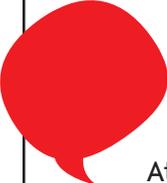
Each mentor will be paired with a mentee from their own region based on the mentee's self-identified concerns and challenges, taking into consideration the mentor's self-identified areas and industries of expertise. Mentors will not be paired with a mentee from a competing system (to be identified by the mentor). Mentor/mentee pairing will be assigned on a first come, first serve basis based on mentor availability.

Mentors will be required to commit to a one year (12 month) consulting relationship with their assigned mentee. Over the course of the year, the mentor will provide 12-15 hours of consulting/counsel via telephone and email. In-person meetings may be arranged at the discretion of the mentor.



## **Length of Commitment:**

Mentors will be assigned one mentee when they are confirmed as a mentor. Once their introductory term (one year) has passed, they will be asked if they wish to continue in Zor-2-Zor with another mentee.



## **Evaluation and Reporting:**

At the three (3) month, six (6) and completion stages of the consulting relationship, the mentor will be required to complete a brief survey about the program. This information will be used to develop the program on an ongoing basis and will help to identify any additional areas of opportunity for CFA members.

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**Disclaimer:** Although CFA is responsible for the administration or ongoing management of Zor-2-Zor: Franchise Coach in Your Corner, all parties involved in any mentoring relationship assigned through this program acknowledge and agree that all aspects of such relationship are solely under their control, and they hereby waive any claims they may have against CFA, its directors or members.



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