



**Female Leaders of
Tomorrow.**

**FAQ:
MENTEES**



PROGRAMME: FREQUENTLY ASKED QUESTIONS



Female Leaders of Tomorrow is a Mentoring Programme launched by the IMAA to guide and support emerging female leaders within the independent industry as they navigate their career paths and progress within media.

This programme aims to create a support network between accomplished industry leaders (mentors) and programme participants (mentees). The programme aims to provide valuable guidance, knowledge sharing, and professional development opportunities by creating this network.

The following document aims to answer any questions that members might have on the process, logistics, commitments and involvement. However, if anything still needs to be covered, please reach out directly.

WHO IS THIS PROGRAMME SUITED FOR?

This programme is exclusively available to members of the IMAA and designed for individuals who currently hold a manager position and have at least five years of experience in any media agency discipline, such as Investment, Strategy, Client Lead, Data, Tech, Sales, etc.

HOW DO I APPLY FOR THE PROGRAMME?

Step 1: Seek approval from your MD/GM/CEO and obtain a written recommendation.

Step 2. Applicants must create a 90-second video showcasing why they should be selected for this cohort of mentees. This video is your elevator pitch, to sell your application to the judges and is the most heavily weighted part of the application.

Step 3. Complete the written submission which consists of four short responses, with a maximum of 200 words per response:

1. What is the single most important goal you aim to achieve professionally in the next 6-12 months?
2. How do you believe a mentor can support you achieve this goal?
3. Why should we select you for this programme?
4. How will you show up, and what commitment will you make to this process?

Step 4: Upload your 90 second video as an MP4 file into a Google Drive (link to be provided). Send through your Agency Leader recommendation letter and written application in a PDF format to info@theimaa.com.au by **5.00pm Friday September 27th 2024.**

WHAT ARE THE COSTS FOR PARTICIPATING?

This programme costs \$1,100 (ex GST), along with any additional costs for travel.

WHAT DOES THE COST COVER?

- For this initiative, we have engaged with an external training, coaching and mentoring consultant, Wendy Gower CEO WeGrow.
- Wendy has over 15 years of experience in agency leadership and five years of coaching and mentoring.
- Wendy will be available throughout the programme to support as required and can be contacted on: wendy@wegrow.net.au
- Also included in this programme are 2 events, 2 milestone events, collateral and resources.

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IS THE PROGRAMME NATIONAL?

This programme is open to all IMAA Members; however, mentors will be in Sydney, Melbourne, Brisbane and Perth.

·Applicants from any state are welcome to apply. However, please note that if selected as a mentee, you will be required to attend the face-to-face launch and arrange in-person meetings with your mentor. Any travel expenses incurred will be the responsibility of the mentee.

WHAT ARE THE BENEFITS TO ME FOR PARTICIPATING IN THIS PROGRAMME?

- The IMAA programme is designed to support the Female Leaders of Tomorrow in the independent agency sector, helping them accelerate their learning and growth.
- Even the highest-performing individuals need guidance to avoid complacency, continue growing, and reach new heights.
- You will be thoughtfully matched with an experienced and highly skilled mentor who will guide you, challenge you, and share valuable insights with you throughout the 6-month engagement.
- This programme will also enable you to expand your network across your home state and share learnings and challenges with other future leaders.

·The FLoT 23-24 programme identified key learnings of:

- 100% of participants reported an uplift in their leadership abilities.
- 100% described the programme as life changing.
- 100% showed improvement in actively applying new leadership capabilities after the programme.
- 86% felt more confident in utilising their leadership skills in challenging situations, truly stepping outside their comfort zones.

WHAT IS MY INVOLVEMENT?

1. Pre-Programme:

- a. Through the application process you will be asked to identify what success looks like for you and what you think a mentor can provide to help you achieve your ambitions.
- b. Attend the launch, milestone, closing and speed dating events.
- c. Sign up to all elements outlined in the Code of Conduct.

2. Mentoring Stage:

- a. Organise and attend 6 x mentoring sessions
- b. Be prepared and on time for all scheduled mentoring sessions
- c. Engage with your state networking chat
- d. Respond to any requests from the IMAA including completing progress report

3. Post-Programme:

- a. Attend the closing event.
- b. Complete the post programme survey and provide feedback on the experience.
- c. Respond to any requests from the IMAA.
- d. Be open to engaging in the FLoT Alumni.

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HOW DOES THE SELECTION OF MENTORS / MENTEES WORK?

·At the programme launch, mentees will have the opportunity to meet with all potential mentors in a 'speed network' capacity. Both mentors and mentees will have an opportunity to meet and determine where they believe is the best fit.

·Following this session, the Programme Facilitator will match mentees/mentors based on preferences and suitability.

CAN I SELECT MY MENTOR?

No. The IMAA has carefully selected a group of exceptional industry leaders.

Matches will be made based on mentee and mentor feedback, ensuring the best fit across the entire cohort.





IMIAA

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www.theimaa.com.au