



**Female Leaders of
Tomorrow:**

**MENTORING
PROGRAMME
OVERVIEW**

FEMALE LEADERS OF TOMORROW: MENTORING PROGRAMME OVERVIEW



Building on the success of our inaugural Female Leaders of Tomorrow (FLoT) programme, we are thrilled to announce the launch of our second cohort, now a nationwide initiative across Australia.

The Female Leaders of Tomorrow, an IMAA initiative, is designed to help address the ongoing equity gap faced by women at senior levels of the media industry. By championing women who show promise and ambition to be future media leaders, we hope to achieve gender equality at every level of our industry.

This mentoring programme aims to guide and support emerging female leaders within the independent industry as they navigate their career paths and progress within media. It aims to create a support network between accomplished industry leaders (mentors) and programme participants (mentees).

Mentees can learn from their mentors' wisdom and experiences through a collaborative relationship, gain valuable industry insights, expand their professional networks, and enhance their skills and capabilities. Ultimately, the mentor programme seeks to empower mentees, support their growth, excel in the industry, and enable them to achieve their career goals.

OVERVIEW OF THE PROGRAMME

Wendy Gower is the programme facilitator. With a long track record of agency leadership, Wendy now runs her own training, coaching and mentoring consultancy, WeGrow, which specialises in the communications industry.

She has a background in large global media agencies, holding leadership roles across London, Sydney, and Melbourne and working closely with some of the world's leading brands. Leading and developing Teams and Client relationships has always been her passion.

The programme was designed as a hybrid of face-to-face and online mentoring sessions, with Wendy facilitating training and support for mentors and mentees.



FEMALE LEADERS OF TOMORROW: MENTORING PROGRAMME OVERVIEW



PROGRAMME BENEFITS

This Mentoring Programme is an exceptional opportunity for learning and networking.

Our first cohort of mentees demonstrated significant growth, as evidenced by the survey conducted, which was benchmarked from the beginning of the programme to the end. The results revealed:

- 100% of participants reported an uplift in their leadership abilities.
- 100% described the program 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.

This programme connects mentees with a carefully selected group of accomplished mentors, committed to fostering professional growth and development. A mentoring relationship of this calibre offers numerous proven benefits, including:

- Access to highly experienced media professionals dedicated to their mentee's success.
- Practical insights, guidance, and advice tailored to specific needs.
- Enhanced interpersonal and communication skills.
- Support in overcoming career challenges and roadblocks.
- Assistance in achieving your career development goals.

PROGRAMME OBJECTIVES

Ultimately, our vision is that this programme will support an increase in the number of women in senior leadership roles in our industry; but the IMAA is also looking for this programme to deliver a wide range of ambitious outcomes;

FOR MENTEES:

- A sought-after learning and networking opportunity.
- An impactful aspirational programme.
- A career milestone/accolade and recognition that they have been identified as talent within their agency.
- A programme 'that fits in with their day job'.

AS A PROGRAMME:

- To support and enable future female leaders to thrive in the communications industry.
- To be highly regarded across the broader communications industry, outside of just media agencies.
- To create an enduring programme that builds momentum, scale and credibility each year.
- To create a sense of premium and exclusivity for the independent sector.

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FOR AGENCIES:

- For their staff to participate in a programme that builds skills, capabilities and confidence.
- To outwardly support the development of females in their agency and the development of future leaders across the market.
- Implement a reward and recognition programme for future leaders at a minimal cost.

FOR THE IMAA:

- An asset to the IMAA community.
- Creating a programme that addresses the gender gap and actively supports women in our industry and a statement of our commitment to DE&I.

PROGRAMME LOGISTICS

LOCATIONS:

This programme will run nationwide, and we hope to include live speed networking events in Sydney, Melbourne, Brisbane, and Perth. However, the scale of the networking events depends on how many mentees apply in each state. Face-to-face events will only occur for five or more mentee applicants.

Applicants are welcome to apply for the programme from any location; the only condition is that if they are selected as mentees, they must attend the face-to-face launch and arrange face-to-face time with their mentors. (Travel is an additional cost at the mentees' expense.).

MENTEES:

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

Designed as a significant career milestone, the programme involves a comprehensive application process to ensure its value and impact.

There is a fee of **\$1,100 (ex GST)** to cover the costs of facilitating the programme, which will only be invoiced if the applicant is successfully selected.

Given the serious commitment required from mentors, mentees must be equally dedicated to both the programme and their personal development.

HOW TO APPLY:

Step 1: Applicants must seek approval from their Agency Leader (MD/GM/CEO).

Step 2: The Agency leader (MD/GM/CEO) must write an endorsement for the applicant.

Step 3: Applicants create a 90-second video. (60% weighting)

Step 4: Applicants complete the written submission, which consists of four short responses with a maximum of 200 words per response. (40% weighting)

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JUDGING CRITERIA

The IMAA has elected a Committee of Judges to review each Female Leader's application.

- Wendy Gower – Director, WeGrow
- Mark Fairhurst – 2023 Female Leaders of Tomorrow, Mentor
- Lauren Joyce - Chief Strategy & Connections Officer, ARN

SUBMISSION PROCESS

Each applicant will be required to submit an application that consists of a 90-second video, a leader endorsement letter and a written application by Friday September 27th.

The video must be uploaded as an MP4 file into a Google Drive. The leader endorsement letter and written applications must be sent in a PDF format to info@theimaa.com.au.

VIDEO (60% WEIGHTING):

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.

WRITTEN COMPONENT (40% WEIGHTING):

The written submission consists of four short responses, with a maximum of 200 words per response. The questions and their respective weightings are as follows:

1. What is the single most important goal you aim to achieve professionally in the next 6-12 months? **(15% weighting)**
2. How do you believe a mentor can support you achieve this goal? **(15% weighting)**
3. Why should we select you for this programme? **(5% weighting)**
4. How will you show up, and what commitment will you make to this process? **(5% weighting)**

Please ensure your concise and thoughtful responses reflect your genuine aspirations and commitment to the programme.

MENTEE / MENTOR PAIRINGS

We aim to organise speed networking events in each state, where mentors and mentees can meet and interact personally to identify the best match.

Following the speed networking session, the programme facilitator will pair mentees and mentors based on their preferences and compatibility.

In-person events will only be held if there are five or more mentee applicants. In states with fewer than five applicants, we will use an alternative method to determine the mentee and mentor pairings.

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COMMITMENT

The six-month-long mentoring programme, facilitated by Wendy Gower, CEO of WeGrow, will commence in October 2024 and run through to July 2025, during which participants are recommended to commit approximately 17 hours.

Both mentors and mentees must attend the programme launch and closing event along with six face-to-face or virtual mentoring sessions from February 2025 to July 2025. (*The networking events' scale depends on how many mentees apply in each state. Face to Face events will only occur for 5 or more mentee applicants).

TIMELINE

Tuesday 3rd September: Applications open for mentees.

Friday 27th September: Applications close for mentees.

Wednesday, 23rd October: IMAA announces selected mentees.

Sydney: Wednesday 30th October 5.30pm: Launch & networking event for mentors and mentees. (Mentor/mentee speed networking session. Drinks & Canapes included).

Melbourne: Thursday 14th November 5.30pm: Launch & Networking event for mentors and mentees. (Mentor/mentee speed networking session. Drinks & Canapes included).

Brisbane: w/c 11th November 5.30pm: Launch & Networking event for mentors and mentees. (Mentor/mentee speed networking session. Drinks & Canapes included).

Perth: w/c 11th November 5:30 pm: Launch & Networking event for mentors and mentees. (Mentor/mentee speed networking session Drinks & Canapes included).

w/c Mon 18th Nov - Fri 22nd November: Pairing of mentors and mentees finalised.

Wed 20th November: Selected mentees and mentors will be invited to an online session with Wendy Gower for 30-minutes covering:

- An introduction to the programme / what to expect The Code of Conduct.
- Guidelines on how to get the most out of your Mentor / Mentee relationship.

February: First 60-minute mentoring session to be conducted F2F.

March / April / May / June / July: Ongoing Mentoring

- 1-2 sessions per month, depending on the mentor/mentee's decision 1 x 60-minute session per month - F2F.
- 1 x 30-minute (optional) per month - Virtual.

w/c 7th and 14th July: Programme wrap-up & Event (Sydney, Melbourne, Brisbane, Perth).

We will have a panel of mentees and mentors speaking on what they have learnt, key insights, how they have used and shared their learnings, This session will include a Headline speaker and Q&A session.

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SUPPORTING DOCUMENTATION

The IMAA is committed to ensuring that the mentors and mentees are supported throughout this programme. A key element of success is ensuring that from the outset, there are clear expectations and an understanding of what is involved.

The following collateral has been collated within this booklet to help assist you in your Female Leaders of Tomorrow journey:

- Guidelines for Mentee – What's Mentoring and How to Get the Most Out of it?
- Mentoring Agreement for the Mentee and Mentor.
- Applicant Application.
- Applicant Evaluation.
- Clarifying Questions and Encouraging Statements Worksheet
- My Mentoring Goals Worksheet
- Mentee FAQ's

PR PLAN

The IMAA is working with Third Avenue Consulting on a PR plan.

Suggested content includes:

- A monthly column of mentor/mentee experience.
- Event pictures.

CONCLUSION

In conclusion, the Female Leaders of Tomorrow Mentoring Programme has demonstrated that it fosters the growth and development of emerging leaders within our industry.

Through the guidance and support of experienced mentors, participants will have the opportunity to gain valuable insights, expand their skill sets, and build meaningful connections within their professional networks.

This programme represents a significant investment in the future of our industry as we cultivate a diverse and inclusive leadership pipeline. By equipping these talented individuals with the necessary tools and resources, we are nurturing a new generation of leaders who will shape the industry's future and drive innovation.

As we embark on this journey together, we are confident that the Future Leaders of Tomorrow Mentoring Programme will leave a lasting impact on the participants and contribute to a more vibrant, inclusive, and successful industry for years to come.



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