

# YSPN 2021 Mentoring Program Application

<b>First Name</b>	Jasleen
<b>Last Name</b>	Kaur
<b>What is your best email address to contact you on?</b>	jasleenkaur.sandhu@gmail.com
<b>Phone Number</b>	(+61) 412-345678
<b>DOB</b>	Thursday, June 1, 1995
<b>Gender</b>	<input type="radio"/> Male <input checked="" type="radio"/> Female
<b>Which City and Country do you live in (eg. Brisbane, Australia)</b>	Sydney
<b>Current Role</b>	Marketing Manager
<b>Current Employer</b>	Bright Ideas Marketing Agency
<b>Industry</b>	<input type="radio"/> Retail <input checked="" type="radio"/> Professional Services <input type="radio"/> Manufacturing <input type="radio"/> Technology <input type="radio"/> Healthcare <input type="radio"/> Education <input type="radio"/> Finance <input type="radio"/> Other
<b>Have you previously been part of a Mentoring program?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>Which of the areas below do you need mentoring support?</b>	<input checked="" type="checkbox"/> Business Development and Commerciality <input type="checkbox"/> Sales <input type="checkbox"/> Marketing <input type="checkbox"/> Customer Service <input type="checkbox"/> Leadership <input type="checkbox"/> Other

## What is your current challenge in the mentoring area you picked above? What is it about the current situation that shows you this is an area that needs work?

As a 27 year old Marketing Manager, my current challenge in Business Development and Commerciality is to better understand how to align marketing strategies with business objectives and revenue targets. While I have experience in creating marketing campaigns that generate brand awareness and customer interest, I want to develop a better understanding of how to create campaigns that drive revenue growth and achieve commercial objectives.

The current situation that shows me this is an area that needs work is the fact that my team's marketing efforts have not been as effective in driving sales and revenue growth as we would like. While we have been successful in generating customer interest and engagement, we have not been as successful in converting this interest into actual sales. I believe that by improving my skills in Business Development and Commerciality, I can help my team create more effective marketing campaigns that not only capture customer attention, but also generate leads and sales conversions.

## Have you made attempts to improve in this area before? What have you learned from your

## previous attempts?

I have made attempts to improve my skills in Business Development and Commerciality by taking courses and attending workshops, as well as seeking feedback and guidance from colleagues and mentors. Through these experiences, I have learned that effective marketing strategies require a deep understanding of customer needs and preferences, and the alignment of marketing goals with business objectives and revenue targets.

In addition, I have gained insights into the importance of customer research and analysis, as well as the design of marketing campaigns and sales strategies. I believe that by continuing to develop my skills in these areas, I can become a more effective marketing professional who is able to drive revenue growth and achieve commercial objectives.

## What is your desired outcome of the mentoring program? What does success of the mentoring program look like? Be specific. The clearer you are on your outcomes, the easier it will be to measure it.

My desired outcome of the mentoring program is to gain new insights and strategies for enhancing my skills in Business Development and Commerciality. Specifically, I would like to focus on developing my skills in areas such as customer research and analysis, marketing campaign design, and sales strategy development.

Success of the mentoring program for me would mean being able to apply the knowledge and skills gained through the program in my day-to-day work. This might include developing more effective marketing strategies that drive revenue growth and achieve commercial objectives, as well as building stronger relationships with customers and stakeholders.

In addition, success of the mentoring program would also mean developing a strong relationship with my mentor, who I hope will serve as a valuable sounding board and source of advice and guidance throughout my career. Finally, I would like to see measurable improvements in the business's revenue and growth as a result of the skills and strategies learned through the mentoring program.

**The success of the mentoring program depends on the mentor's capability and also 100% engagement from your end. Are you committed to the time and effort required to make this program a success?**

Yes

## Terms and Conditions

Typically, a mentoring program with the calibre of individuals we're providing can cost anywhere between \$2,000 to \$5,000.

As YSPN is a not-for-profit organisation with the primary objective of advancing our members, this low cost program has been made possible with our high calibre mentors generously dedicating their time and effort as a way of giving back to our community. Your participation in this program is conditional on agreeing to, and maintaining, the following terms:

### Payment of fees

Mentees pay AUD \$150 to participate in the YSPN mentoring program.

This is a cost recovery fee for expenses related to running the program. It is not to be considered as payment for service. Mentor participation is voluntary and the YSPN Mentoring team are staffed by Volunteers.

1. If your application is successful, you will be provided a link to pay for the program.
2. Mentoring Program fees for mentees must be paid by the end the COB 4th July 2021.
3. An invoice will be sent upon successful payment.

## Cancellation

1. YSPN requires 10 working days written notice for any withdrawals from the program. Withdrawals prior to 30th July will have 20% cancellation fee deducted from the refund (and will be considered owing if invoice is unpaid).
2. Withdrawals after 30th July will not receive any refund.
3. YSPN retains the right to cancel an event with at least 2 days prior notice, or or reschedule a session if the Mentor becomes unavailable within 1 day of notice.
4. YSPN reserves the right to vary the program where necessary.

## Conduct

1. If successful in your application, you will make every effort to attend all 6 sessions via video conferencing. If not able to attend a meeting, you will provide upfront notice to either the YSPN Mentoring Program Team or the Mentor;
2. Agree to participate and complete the activities set out to assist you in your mentoring journey;
3. Both mentors and mentees are to maintain confidentiality throughout the program. Contact the YSPN Mentoring Program team if support or conflict resolution is required;
4. No bullying, harassment or other unacceptable behaviours will be tolerated
5. Any advice given is not made on behalf of YSPN

**Have you read and accepted the T&C's above?**

Yes

Please wait up to 2 seconds after you click Submit, as you will be redirected to a page with the Next Steps.