

# PROFOUND PROGRAM

*Mentee Info  
Package*





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# INTRODUCTION

ProFound is a four-month career development program that pairs students and early-career professionals with experienced mentors for one-on-one guidance, feedback, and real-world insights. Participants also attend workshops and webinars to develop essential workplace skills, including communication, goal-setting, and professional growth strategies.

Throughout the program, participants build their networks by connecting with mentors, peers, and industry professionals at BBOT events and networking opportunities. By combining mentorship, skill development, and meaningful connections, ProFound equips participants with the confidence, insights, and tools to successfully transition from post-secondary education into the workforce.

## ABOUT THE **BURNABY BOARD OF TRADE**

The Burnaby Board of Trade exists to make Burnaby the best place to do business by connecting government, people, and businesses, amplifying their voices, and creating conditions for growth. Guided by its values of listening, creating belonging, and accelerating action, BBOT equips businesses and professionals with the tools, knowledge, and connections to thrive. BBOT's vision is a thriving, inclusive, and resilient Burnaby where businesses lead, communities prosper, and the future is built together.

# PROGRAM STRUCTURE

## **Duration & Timeline**

The ProFound Program runs for four months and is offered in three cycles throughout the year: January–April, May–August, and September–December. Participants engage in mentorship meetings, workshops, webinars, and networking opportunities to build skills, gain industry insights, and expand professional connections.

## **Eligibility & Cost**

ProFound is open to current post-secondary students or recent graduates in the Lower Mainland who are motivated to grow professionally and committed to their mentorship experience.

The program fee is \$150, which includes access to all mentorship activities, professional development sessions, a one-year BBOT Young Professional membership, and program recognition upon completion. Financial aid may be available to eligible students.

## **Program Components**

The ProFound Program offers a structured set of initiatives designed to equip Young Professionals with the skills, knowledge, and professional connections needed for early career success.





# PROGRAM COMPONENTS

The ProFound Program offers a structured set of initiatives designed to equip Young Professionals with the skills, knowledge, and professional connections needed for early career success.

## 01 Mentorship Program

At the heart of ProFound is the mentorship program, which pairs students and early-career professionals with experienced mentors who provide guidance, feedback, and real-world insights. This fosters meaningful professional relationships and helps participants build confidence, career strategies, and workplace readiness skills.

### KEY FEATURES

#### **Structured Mentorship Matching**

Participants are paired with mentors based on career interests, goals, and aspirations.

#### **One-on-One Mentorship**

Individual guidance ensures personalized support for professional growth.

#### **Practice Interview**

Mentors conduct a mock interview with mentees, offering feedback to strengthen interview skills and professional confidence.

#### **Check-ins & Progress Tracking**

Mentors and mentees meet regularly to reflect on development, discuss goals, and share feedback.



## 02 Workshops & Webinars

ProFound provides professional development sessions that equip participants with essential skills and workplace insights. Topics include communication, leadership, career planning, goal setting, and other soft skills critical for early-career success.

**Through workshops and webinars, participants will:**

- Build essential soft skills, including communication, teamwork, interview readiness, and professional presence.
- Gain practical strategies for career development, including goal-setting, navigating early career opportunities, and preparing for interviews.
- Learning from real-world experiences



## 03 Networking Opportunities

Participants will have access to exclusive Young Professional pricing at BBOT networking events and will be invited to a launch event at the start of each program cycle to meet mentors and fellow mentees.

**Throughout the program, participants will have opportunities to:**

- Engage with business and community leaders from diverse industries
- Build meaningful connections with mentors, peers, and industry professionals
- Develop professional confidence in supportive, real-world environments

These experiences help participants expand their professional circles, gain insights into different career paths, and strengthen relationships that can support early career growth.



## 04 **BBOT Young Professional Membership (1-Year)**

Participants receive a full year of access to the BBOT professional community, valued at \$100. Membership allows ongoing opportunities to attend events at exclusive Young Professional rates, expand networks, and engage with business leaders and peers. This membership ensures participants can continue learning and growing beyond the program.

## 05 **Official BBOT Name Tag**

Step into every event with a sense of belonging to the BBOT network. Your name tag signals that you're part of a professional community and ready to engage, learn, and connect.

## 06 **Professional Recognition**

Receive a certificate of completion and a personalized referral letter from BBOT President & CEO Angie Whitfield to highlight your participation and accomplishments. These credentials help you stand out as you take your next steps in your career.





# EXPECTED OUTCOMES

By completing the ProFound Program, participants will:

01

## **Step into the workforce with confidence**

Gain practical insights and guidance from experienced mentors, developing the mindset and skills needed to navigate early career challenges.

02

## **Expand your professional circle**

Build meaningful, lasting connections with mentors, peers, and industry professionals that can support your career growth long after the program ends.

03

## **Strengthen workplace readiness**

Develop essential soft skills such as communication, teamwork, problem-solving, and professional presence that employers value.

04

## **Receive recognized credentials**

Showcase your growth and commitment with a certificate of completion and a personalized referral letter from BBOT President & CEO Angie Whitfield.

05

## **Join a supportive community**

Become part of the BBOT Young Professional network, giving you continued access to events, learning opportunities, and connections to accelerate your career.





# WHY JOIN?

Participating in ProFound gives students and recent graduates the opportunity to connect with experienced professionals and business leaders across a wide range of industries. By engaging with mentors and the broader BBOT network, participants build relationships that can influence career growth and open doors to future opportunities.

## KEY BENEFITS

### **Enhanced Career Readiness**

Develop the confidence, skills, and professional insights needed to successfully transition from post-secondary education into the workforce.

### **Expanded Professional Network**

Connect with mentors, peers, and industry professionals, creating relationships that provide guidance and long-term support

### **Institutional Impact**

Strengthen your post-secondary institution's reputation for producing well-prepared, workplace-ready graduates.

### **Stronger Industry Connections**

Build meaningful relationships with business leaders and professionals, creating pathways for mentorship, internships, and collaboration.

For program details or registration, please contact  
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