

PROFOUND PROGRAM

*Mentor Info
Package*





TABLE OF CONTENTS

03

Introduction

03

**About the Burnaby
Board of Trade**

04

Program Structure

Duration and Timeline
Commitment & Participation

05

Mentorship Experience

06

Mentor Criteria

07

Why Join?



INTRODUCTION

ProFound is a four-month career development program that connects students and early-career professionals with experienced mentors for one-on-one guidance, feedback, and real-world insights. Through mentorship, workshops, webinars, and networking opportunities, participants gain the skills and confidence needed to successfully transition into the workforce.

Mentors play a critical role in shaping this experience by sharing their knowledge, offering perspective, and supporting participants as they navigate the early stages of their careers. They are part of a trusted and respected community of professionals committed to strengthening Burnaby's future workforce and building a more connected business community.

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 per cycle, with three cycles offered each year: January–April, May–August, and September–December.

Mentors engage with their mentees through a combination of in-person and virtual meetings, providing guidance, support, and feedback as participants develop their professional skills and confidence.

Mentors are asked to commit to at least one program cycle, with the option to participate in additional cycles based on their availability and interest.

Commitment & Participation

Mentors are asked to commit to a minimum level of engagement to ensure a meaningful and impactful experience for their mentees.

This includes:

- Participation in a program launch event (in-person, where possible) to meet mentees and fellow mentors
- A minimum of five touchpoints over the course of the program, including:
 - One practice interview session with feedback
 - At least three additional mentorship meetings (virtual or in-person)
 - Ongoing communication and support throughout the four-month program
- Mentors may be matched with one or more mentees, depending on interest and availability.





MENTORSHIP EXPERIENCE

Mentorship is the foundation of ProFound. Mentors provide guidance, share industry insights, and support mentees as they navigate early career decisions and challenges.

Note: BBOT provides a set of Mentorship Guidelines that mentors can refer to if helpful, though these are entirely optional.

Key aspects of the mentorship experience include:

KEY FEATURES

One-on-One Guidance

Supporting mentees through personalized conversations and advice

Practice Interview

Conducting a mock interview and offering constructive, actionable feedback

Goal Setting & Reflection

Helping mentees define goals, track progress, and reflect on their development

Industry Insight

Sharing real-world experience, expectations, and career pathways .



MENTOR CRITERIA

The ProFound Program is built on the expertise of experienced professionals to guide, inspire, and support the next generation of talent. To participate as a mentor, candidates should meet the following criteria:

KEY CRITERIA

- Must have a BBOT membership
- Possess strong industry knowledge and expertise
- Demonstrate effective communication skills and coaching abilities to provide guidance, feedback, and support
- Commit to program deliverables, including mentorship sessions (hybrid) and active engagement with mentees
- Reside in the Lower Mainland to support participation in program events and meetings

Ideal mentors are approachable, supportive, and invested in helping young professionals grow.

The more you engage with your mentee and contribute your time, knowledge, and guidance, the greater the impact you will make, both for yourself and your mentee.

WHY JOIN?

Mentoring through ProFound is an opportunity to make a meaningful impact while continuing to grow as a leader and professional.

Support the Next Generation

Play a meaningful role in helping students, recent graduates and young professionals navigate the transition into the workforce

Develop Leadership & Mentorship Skills

Strengthen your ability to coach, guide, and support emerging talent while building your own leadership experience.

Share Your Experience & Perspective

Provide real-world insights that help shape career paths, build confidence, and prepare participants for today's workplace.

Expand Your Professional Network

Connect with fellow mentors, business leaders, and emerging professionals through BBOT events and program touchpoints.

Engage with Emerging Talent

Build early relationships with motivated young professionals while gaining fresh perspectives from the next generation of the workforce.

Recognition & Community Impact

Be recognized as a leader within the BBOT community while contributing to the growth of Burnaby's business ecosystem.

For program details or to get involved as a mentor, please contact Ann: ann@bbot.ca

