



**FIRST NATIONS
BUSINESS GROWTH
PROGRAM**

In partnership with:



12 months of expert training, mentoring and networking to help grow Supply Nation-certified businesses

PEOPLE AND IDEAS, CONNECTED



"I am delighted to be the program ambassador for the First Nations Business Growth Program. Participating in a Rare Birds mentoring program was incredibly beneficial for both my personal growth and for my business development. Not only did I learn invaluable skills, but I also gained a lot of confidence. I am thrilled to share my experiences with participants and I hope they feel empowered too as they move forward in the program."

Leah Cameron, Principal Solicitor and Managing Director, Marrawah Law

What is the First Nations Business Growth Program?

In 2021, American Express is partnering with Rare Birds to deliver a 12-month program to support the growth and sustainability of Supply Nation-certified businesses owned by Indigenous Australians.

The program provides business owners with:

- 1:1 mentoring for 2 hours each month with a mentor handpicked from the Rare Birds or American Express community in a fully managed and supported program;
- Six 90-minute business education masterclasses delivered online by subject matter experts in finance, marketing, law, sales and strategy;
- Facilitated online networking sessions for mentees to connect and grow together.

What is mentoring?

It is important to be clear on what mentoring is and what it is not so as to manage expectations from the outset. Mentoring can be a tricky term to understand because it can be so interchangeable with other terms and because the line between mentoring and terms such as 'coaching', 'guiding', 'leading' or 'counselling' is not always clear cut. Mentoring is:

- A mutually developmental relationship which focuses on building knowledge, skills, capacity and understanding to best support the learning of the mentee.
- A means for the mentee to receive guidance from an experienced mentor and manage their own learning,

maximising their potential and performance

- A chance for a mentee to have a sounding board for ideas but also an opportunity to share in another's wisdom, reflect on learnings and apply what is useful to their own experiences and challenges
- Being pushed to think critically, creatively and innovatively about business problems, goals and solutions in an encouraging and supportive space
- Receiving support, motivation and being held accountable to actions, progress and continual development

Mentors are not problem solvers or 'fixers' but rather guides, teachers and tools that enable their mentees to learn and grow. Whilst supportive, mentors are also not merely cheerleaders; they are honest, providing constructive yet sometimes challenging feedback. The more thoughtful, deliberate and committed you are to the mentoring relationship the more fruitful it will be.

What is the process?

To create the most impactful mentoring partnerships, Rare Birds uses an online matching system as well as personal interviews. Mentors create a detailed profile outlining knowledge, experience, and skills, which are then matched with a mentee who has indicated that those attributes will help them on their key focus areas as well as current growth and support needs.

Matches are based on skill set, personality, experience and business needs, rather than industry. This has been



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found to enhance innovation and creativity. Also, as the meetings occur online, participants don't need to be located in the same city or state.

When you are matched, a Rare Birds Account Manager will let you assess and accept the partnership and then set up your first meeting with your mentor. During this meeting you will get to know each other and set goals and objectives for the 12-month partnership. It is up to you and your mentor to decide how and when you will meet, although the commitment is for a minimum 2 hours each month. To make the most of your time, it is good to set an agenda ahead of the session and review the goals and objectives set previously to chart progress.

Both mentee and mentor will receive support from the Rare Birds team in the way of online materials, regular surveys and check-in calls and a dedicated Account Manager is always on hand to answer any questions.

FAQS

Who are Rare Birds Mentors? Our mentors are serial entrepreneurs, business executives and industry experts. We recruit and interview all of our mentors personally and can truly vouch for their credentials and experience. They are all motivated to use their expertise in business to guide someone with less experience.

How is my mentor selected? Mentors and mentees are matched through our online platform via an algorithm that uses your skillset, personality, experience and business needs according to your profile. Once we run your match session on the platform, the team then

assesses the match to ensure the suggested mentor will be a good fit for you personally as well as for your business.

How often do I meet with my mentor? You spend 2 hours each month with your mentor (for 12 months). How and when you meet with your mentor is up to the two of you - it may be in person, over the phone, Skype, or Zoom and it could be once a month, or weekly calls - whatever suits you both.

How do you know it works? Mentees submit surveys and have check-in calls throughout the year that we analyse and report on to monitor and quantify our impact.

Here's a sample of 100 business owners who completed a 12-month mentoring program (without a masterclass component).

87.5% felt more confident about their business capability

81% reported business growth

91% said their business will grow further in the next 12 months

43% employed staff during the program.

You are invited to apply for one of 20 scholarships in the First Nations Business Growth Program. If your business is not yet Supply Nation certified, head [to their website](#) to be guided through the simple process.

For more information about Rare Birds, visit the [website](#). Or if you are ready to take your business to the next level, apply NOW. Any questions, please contact hello@inspiringrarebirds.com

Participants are matched with a mentor who has the particular experience and expertise required to help their business grow. For example:



EREZ RACHAMIM
Co-founder and CEO at Iliik



KELLIE DYER
Commercialisation and Innovation
Strategist at Impact Innovation Group



VIVEK SURI
Principal Consultant
at OpExcel



PIP STOCKS
Founder, Hearsay Platform and
CEO and Founder, Brandhook

All mentors participating in the First Nations Business Growth program will receive cultural capability training hosted by Big River Connections to ensure a culturally safe partnership.