



## Advisors – A Network of Service Providers

The Center recruits a network of successful entrepreneurs, business leaders, and technical experts willing to give their time and expertise to help guide others in building and growing their businesses.

### Advisory Roles

Individualized Advisory Services: Advisors are called on to assist entrepreneurs with a variety of topics on an informal and/or as-needed basis. These may include such things as reviewing financials, polishing a funding pitch to investors, designing a marketing plan or locating a key employee. As an advisor, you become visible in our database so that we may contact you when a client needs assistance in your specific area of expertise.

Advisory Teams: The Center may assist clients in building an advisory team that helps guide them through growth and with acute problem solving. Each of these people has a senior level of functional-area expertise and has held senior level positions within their industry. Time commitments vary depending on client needs.

### Why Advisors Help Our Clients

We have found many reasons that Advisors help our clients. They assist for a variety of reasons, including:

1. **Giving back to the community by supporting and promoting entrepreneurship** - Successful entrepreneurs, business leaders, and professionals have a strong commitment to giving back to the community. It is also a rewarding experience to share the wisdom of success, failures, challenges, and learning with others who are experiencing a similar path.
2. **Staying Connected** – The Center will help create the best of today's emerging entrepreneurs and businesses. Advisors may find that a long-term relationship will develop with clients with whom they work.
3. **Networking and Relationship Building** – The Center boasts an impressive list of volunteers, innovative entrepreneurs, community leaders, corporate members, and sponsors. Working with the Center's clients also means working with other experienced professionals. There is a great opportunity to network across companies and industries, as well as building long-lasting relationships. Advisors are invited to exclusive networking events and programs.
4. **Developing Ongoing Business Relationships** -- Many times entrepreneurs need assistance moving from the plan that advisors helped to build to executing that plan. Frequently, advisors involved in developing that plan are invited by the entrepreneur to help assist in that follow through.
5. **Personal satisfaction from helping a client to succeed** -- There is truly nothing like seeing a business succeed due, in part, to your contribution.
6. **Having fun!**

## **Mentors / Coaches**

The Center also recruits successful entrepreneurs and business leaders willing to give their time and expertise to help guide others in career and professional development.

Generally, a mentor is described as a teacher, guide, counselor, coach, and facilitator. Mentoring is a viable approach to career and leadership development through coaching and feedback in areas such as job performance, relationships, technical information, and role expectations. The mentor passes on lessons learned. A successful mentoring relationship provides positive outcomes for both the mentee and the mentor through the expansion of knowledge, skill, energy, and creativity.

Potential outcomes:

- Performance excellence
- Self-confidence
- Organizational performance
- Organizational communication
- Creativity and new ideas

Mentors and mentees must be open, committed and ready for a dynamic, challenging and intimate relationship based on trust, mutuality, and dedication to professionalism. It is important to set goals and expectations at the beginning. The mentor drives vision and mission down, and the mentee drives reality up. Both parties should be selective as to what project, problems, or demands will be addressed in the relationship. In order not to become too dependent on the mentor, the mentee must show the ability to be an independent thinker and accept accountability for taking action. The mentor and mentee should develop a system of identifying results and planning future activities.

### **Mentor**

Qualities include genuine interest; sensitivity to others' needs and development; excellent listening skills available time; confidentiality; commitment; and excellent coaching and feedback skills

Role of the mentor:

- help the mentee through difficult situations and build self-confidence of the mentee
- establish clear, open two-way communication
- be a source of information, encouragement, and career guidance
- help develop creative and independent thinking

### **Mentee**

Qualities include genuine interest in professional and personal growth; developing a sense of self (personal vision); open and receptive to feedback and coaching; commitment to learning; and develop self-management skills

Role of Mentee:

- open and sincere communication
- effective utilization of mentor time and counsel
- drive the development of relationship expectations
- establish mutually clear developmental goals
- utilize active listening

Revised 20Dec10



**Roaring Fork  
Business Resource Center**

**Advisor/Mentor Registration**

*Please complete and return with a \$100.00 fee in a check made payable to "Roaring Fork Business Resource Center".*

I am interested in becoming: Advisor \_\_\_\_\_ Mentor \_\_\_\_\_

Name \_\_\_\_\_

Business \_\_\_\_\_ [Employed \_\_\_ Owner \_\_\_ Retired \_\_\_]

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Home Phone \_\_\_\_\_ Email Address \_\_\_\_\_

- 1. Please provide a short, two-sentence summary of your background:**
  
- 2. Management level or profession**(e.g., CEO, CTO, CFO, GM, Senior Product Manager, IP Attorney, Eye Surgeon, CPA):
  
- 3. Industry and market experience:**
  
- 4. Professional degrees, licenses, certificates, etc.:**
  
- 5. Areas of technical expertise and number of years in the field:**
  
- 6. International experience** (e.g., Europe, Asia, Japan):
  
- 7. Experience in which stages of entrepreneurship** (e.g., founder, early stage, principal):
  
- 8. Fundraising experience on either side of a transaction** (e.g., venture capitalist, angel, successfully raised money):
  
- 9. Is the business a member of a Chamber of Commerce?** Y\_\_ N\_\_ N/A \_\_\_ If yes, which one?

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P.O. Box 987, Glenwood Springs, CO 81602 • (970) 945-5158 • info@rfbrc.org • www.rfbrc.org

10. Is the business accredited with the Better Business Bureau? Y\_\_ N\_\_ N/A \_\_\_ If yes, has there been a complaint filed against your business in the past three years? If yes, for what reason?

11. Why would you like to become an Advisor or Mentor?

Other comments (please share any other information that would help us assign you as an advisor or mentor):

**\*\*Please attach a current resume or detailed summary of your professional experience.\*\***

**Please provide contact information for at least one recent business and one personal reference.**

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Name \_\_\_\_\_ Relationship \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

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## **Advisor/Mentor Code of Ethics**

The Roaring Fork Business Resource Center (“Center”) has set forth the following principles of behavior and standards of conduct to guide our efforts in contributing to an environment in the region where new, emerging, and existing businesses can start, develop, and grow to become sustainable, resulting in more profitable businesses, job creation and retention, capital generation, economic diversity, a positive impact on the communities, and retention of existing dollars in the regional economy. We fully realize that no Code of Ethics is of value without an inherent level of trust in the integrity of one another and a commitment from each of us to conduct ourselves at the highest levels of professional conduct. In that spirit, this Code of Ethics is set forth.

- We will represent the Center professionally.
- We shall honor confidentiality regarding the information submitted by applicants, advisors, mentors, and clients.
- We will not actively promote our company, its services, or actively solicit business while acting on behalf of the Center.
- We will follow-up with clients of the Center in a timely, professional, and confidential manner.

By signing below, I acknowledge that I willingly accept this Code of Ethics set forth above and that I will abide by it.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_