



GO AHEAD
TOURS

Ambassador Program Mentorship Guide

How to be a successful mentor



Becoming a successful mentor

As an Ambassador, your responsibility is to work with new or existing Group Coordinators and share your expertise, experiences, tips, and tricks to help them reach their travel goals.

Our team receives requests from Group Coordinators (or their Go Ahead team) asking to be matched with an expert mentor via this form: [Group Coordinator Mentorship Request](#) and then, we match them with Ambassadors based on their goals and needs.

Here are seven steps to follow throughout your mentorship to ensure that you have a positive and successful experience:

1. After you receive the matching email from our team, introduce yourself right away with a phone call or email to your mentee.
2. Hold yourself and your mentee accountable by scheduling your conversation(s) ahead of time.
3. During every meeting with your mentee, follow your mentorship checklist for a seamless mentorship experience.
4. During every meeting with your mentee, take notes and set clear, actionable goals for the next time you meet (you should add them under the “goals” section on the mentorship checklist).
5. Submit your mentorship checklist-along with set goals during each meeting-to receive your Global Rewards Points [here](#).
6. Have fun and be encouraging! Starting a travel program can be hard work. Be the cheerleader your mentee needs to achieve their goals.*
7. Continue to support your mentee(s) through their departure.

*Do you feel your mentee could use a follow-up from Go Ahead? Email us at go.ahead.rewards@ef.com and we'll reach out to them.

Your role as a mentor is to:

- Inspire fellow Group Coordinators
- Be an advocate for Go Ahead Tours
- Speak from your own experience and provide helpful tips about recruiting, setting pre-tour expectations, holding post-tour gatherings, creating repeat travelers, and more
- Offer destination-specific expectations and free time suggestions

Your role as a mentor is not to:

- Do the job of a Go Ahead Tours Account Manager or Tour Consultant
- Rescue a Group Coordinator who is having trouble meeting minimum requirements

If you feel your mentorship has become more than just a friendly conversation, please contact the Go Ahead Loyalty team at go.ahead.rewards@ef.com to re-evaluate your pairing.