

Code of Conduct for Mentors/Team Advisors

Generic

1. Mentors/Team Advisors must only provide general direction, support and guidance to the team and feedback on their effectiveness including helping them develop an overall competitive strategy.
2. Mentors/Team Advisors should display strong commitment and motivation to the team as a whole as well as the individual needs of each aspirant.
3. Mentors/Team Advisors are allowed to take their teams for industry excursions, report writing workshops or any other intervention of a generic nature and not specifically addressed to the case study should they find it necessary.
4. Whereas a team can only have one Mentor/team advisor, mentors can have more than one team.
5. Mentors/Team Advisors are all expected to display maximum integrity and rectitude whilst observing the standards of fairness, transparency, professional competence, due care and confidentiality at all times.
6. The [Competition Rules](#) are an integral part of this code of conduct for Mentors/Team Advisors.
7. More detailed rules will be enacted as and when the need arises and communicated to all mentors. Even if not communicated, where these rules are vague, it is the responsibility of the mentor to liaise with the event organisers to validate any course of action before undertaking same.

Stage 1: Preliminaries (Case analysis & Reporting)

8. Mentors/Team Advisors should at the outset clarify to the team their role and the level of support expected, including clarifying that they cannot be involved in producing any work for the team to submit and cannot review the final report before it is submitted.

9. Mentors/Team Advisors can help identify relevant models, principles and presentation techniques which could be helpful in analysing the scenario but cannot specifically help the team to decide which ones to use/apply in their final report.
10. Mentors/Team Advisors must remind the team to respect and observe the competition rules and the collegiate spirit of the competition at all times.
11. Mentors/Team Advisors must ensure that **The CFO** organisers are fully aware of their involvement within their team and must respect the examiners and judges and their decisions.

Stage 2: The People's Choice (Broadcast & Social Media)

12. Mentors/Team Advisors can only provide general guidance as to the production of the team video.

Stage 3/4: Semi and Finals (Presentations)

13. Mentors/Team Advisors are welcome to attend the global finals in South Africa. Depending on available sponsorships, all expenses will be covered just as in the case of your team.
14. Mentors/Team Advisors must not make any attempt to disturb the presentation of their or any other team. They must, 2 hours before the presentations, have no further contact with their teams or make any signals.
15. Mentors/Team Advisors are allowed to watch all teams and mingle with fellow audience members but cannot speak to the judges prior to their final decision.
16. Mentors can attend the feedback session for the teams for their own professional development. However, mentors are only permitted to sit in, listen and observe during the feedback session and may not participate beyond this.
17. Mentors must respect the judges and their decision as final and should be careful to motivate the team to embrace the decision of the judges rather than objecting even if they do not share the opinion of the judges!

Penalties

18. To the extent that these rules are not exhaustive, decisions that may not be within the letter of the rules but in keeping with the spirit of the competition rules could lead to your team being penalised by up to 10 points should any violations occur.