

# Top MuleSoft Mentors Program Handbook

## Welcome and Congratulations 🎉!

The community has spoken, and you've been selected to join the Top MuleSoft Mentors program! We appreciate your dedication to inspire the MuleSoft Community through your leadership, expertise, generosity and advocacy, and we're delighted to welcome you to this amazing group of MuleSoft Mentors on track to become future MuleSoft Ambassadors.

How did we get here? The Top MuleSoft Mentors Program was created in 2024 to create a very clear path to MuleSoft Ambassadorship and elevate the best of the MuleSoft Mentors. This program will also provide 1:1 access to MuleSoft Ambassadors through 10 months of intensive coaching.

## Why a Top MuleSoft Mentors program?

Since the introduction of the MuleSoft Mentors program in 2021, we have seen a tremendous amount of growth which ultimately leads to learnings about what works and doesn't work as well as what motivates you all! We've also refined the journey to becoming a MuleSoft Ambassador to make it clearer and reward you along the way. As Top MuleSoft Mentors, you will be expected to increase your contributions, showcase your dedication to the MuleSoft Community, and learn invaluable skills from others. It's an increased responsibility from the MuleSoft Mentors program, but the additional benefits make it worthwhile!

**Please read all of the important items below about the Top MuleSoft Mentors program.**

## What is the Top MuleSoft Mentors program?

The Top MuleSoft Mentors program is an intensive 10 month, 1:1 coaching experience where you will work directly with a MuleSoft Ambassador to self-reflect, challenge yourself to grow personally and professionally, and create amazing relationships amongst peers in the MuleSoft Mentor and Ambassador program. It is a required step on your journey to becoming a MuleSoft Ambassador and while it does not guarantee acceptance into the MuleSoft Ambassador program, it will provide all the tools you need to be successful. It's up to YOU how much time and effort you put into being a Top MuleSoft Mentor. The more time and effort, the more likely it is that you will achieve MuleSoft Ambassador status the following year.

**All personas welcome!**

All personas welcome! The Top MuleSoft Mentors program welcomes everyone regardless of job title. From developer to C-Level to Salesforce Admin etc., this program has something to offer and we have tailored experiences for each of you. We will also pair you with MuleSoft Ambassadors that have similar work experience as you to ensure the most out of this program.

## All languages welcome!

The Top MuleSoft Mentors program is global and we want to encourage you all to contribute in your natural language. We will do our best to pair you with a MuleSoft Ambassador coach who speaks your same language if available. That said, even if you are paired with an English speaking coach, it does not mean all of your contributions need to be in English! We welcome all contributions in all languages.

## Increased focus on personal and career growth

As Top MuleSoft Mentors, you will grow alongside our brand including introduction to new skills and products. You'll work with your MuleSoft Ambassador coach to improve your soft skills, technical training, personal brand building, ability to mentor others and much more. You will also have the opportunity to speak at large scale events, special MuleSoft Meetups, and focus on improving your marketability through career growth.

## Additional Incentives

In addition to the incentives you receive as a [MuleSoft Mentor](#), as a Top MuleSoft Mentor, you'll have access to additional benefits which we've listed below.

## Our Team

Here are the members of our Community team who will work closely with you throughout the year.

**Sabrina Hockett:** she will be in touch with you to suggest activities, promote the great work you're doing, inspire more MuleSoft users to follow your steps, and answer any questions you may have about the MuleSoft Mentor, Top MuleSoft Mentor, and MuleSoft Ambassador programs. She is also your point of contact for all things blog, socials, and event passes related.

**Isabella Navarro:** Isabella primarily focuses on enabling our leaders and members, supporting early access and beta programs, driving global events, and fostering community advocacy and evangelism. She also helps connect members with learning content and opportunities to grow their skills.

**Sydney Lee:** Sydney leads our Meetup program, supports Dreamin' events, and helps grow our Community presence at corporate events. She'll be your main point of contact for all things Meetup-related.

**Caitlyn Maddux Mayda:** Caitlyn handles our Community footprint at strategic events (Dreamforce, TDX, World Tours, MuleSoft CONNECT...) as well as our internal engagement, i.e. educating internal MuleSoft teams on how to engage with our Community. She will be in touch with you when it comes to speaking opportunities at events and other logistics.

**Sabrina Marechal:** Sabrina is responsible for the overall direction and strategy for the MuleSoft Community team. She will be in touch with special opportunities on an ad-hoc basis.

We're excited to work with you, uplift, and amplify your efforts to help the MuleSoft Community. We're always here to help! You can reach out to us via our MuleSoft Community Slack or at [community@mulesoft.com](mailto:community@mulesoft.com).

## Top MuleSoft Mentor Communication Channels

We provide several key communication channels to help Top MuleSoft Mentors stay connected with us and each other.

### The Top MuleSoft Mentors Slack channel

This is a private channel dedicated to keeping you informed of key resources, deadlines, and announcements for Top MuleSoft Mentors. This channel will be created for the year of your cohort. You will be added once accepted into the program. Please keep a close eye on this channel as it will be vital to being successful as a Top MuleSoft Mentor.

- [#2025-top-mulesoft-mentors](#)

### The MuleSoft Mentors Slack channel

This channel will remain the go-to channel for broad announcements and other information regarding your continued role as a MuleSoft Mentor.

- [#mentors](#)

### The MuleSoft Community Leaders Slack channel

This private channel brings together all Top MuleSoft Mentors, MuleSoft Mentors, Ambassadors, and Meetup Leaders to share weekly news and info, important updates, and ensure our team enables every MuleSoft Community Leader.

- [#mulesoft-community-leaders](#)

## **Program Support**

If you have any questions or need support of any kind, please use the Top MuleSoft Mentors Slack channel. Our team monitors support through this channel closely, so this is the best way to get the fastest response. You can also message us directly if you would like to discuss something in private. You can also email us at [mulesoftmentors@salesforce.com](mailto:mulesoftmentors@salesforce.com).

## **Top MuleSoft Mentor Benefits: In Addition to MuleSoft Mentor Benefits**

We are happy to provide Top MuleSoft Mentors a variety of additional complimentary benefits to help you be your best. For more information on benefits related to being a MuleSoft Mentor, please check the MuleSoft Mentors Handbook. Additional benefits for your role as a Top MuleSoft Mentor are as follows:

### **Exclusive 1:1 Coaching from a MuleSoft Ambassador**

- The biggest perk of being a Top MuleSoft Mentor is your exclusive 1:1 access with a MuleSoft Ambassador. This includes monthly coaching sessions, availability to chat with your Ambassador via Slack, having your work reviewed by your coach, and much more. Many of our MuleSoft Mentor/MuleSoft Ambassador pairs have gone on to form real lasting friendships!

### **Access to Ambassador-Only Product Review and Feedback Opportunities**

- Monthly updates and Q&A sessions with MuleSoft Product Managers and Product Marketing Managers
- Invitation-only access to special events and opportunities including executive feedback sessions and dinners
- Invitation-only previews and feedback sessions for MuleSoft products

### **Access to Ambassador-Only Content and Visibility Opportunities**

- Content submissions to speak at major events such as MuleSoft CONNECT, TrailheadDX, Dreamforce
- Content submissions to be published on MuleSoft owned platforms including the blog, LinkedIn pages, Another Integration Blog, YouTube channel, social channels, and tutorial website.

### **MuleSoft and Salesforce Events**

- Access to complimentary passes to select MuleSoft and Salesforce events
- Reserved seating area at select keynotes
- Top MuleSoft Mentor appreciation events

### Important Notes:

- Government Employees may not be eligible for certain benefits/perks.
- Top MuleSoft Mentor Program benefits listed in this guide or shared in other channels by the MuleSoft Community team are subject to change at any time.

## Top MuleSoft Mentor Requirements: In addition to MuleSoft Mentor Requirements

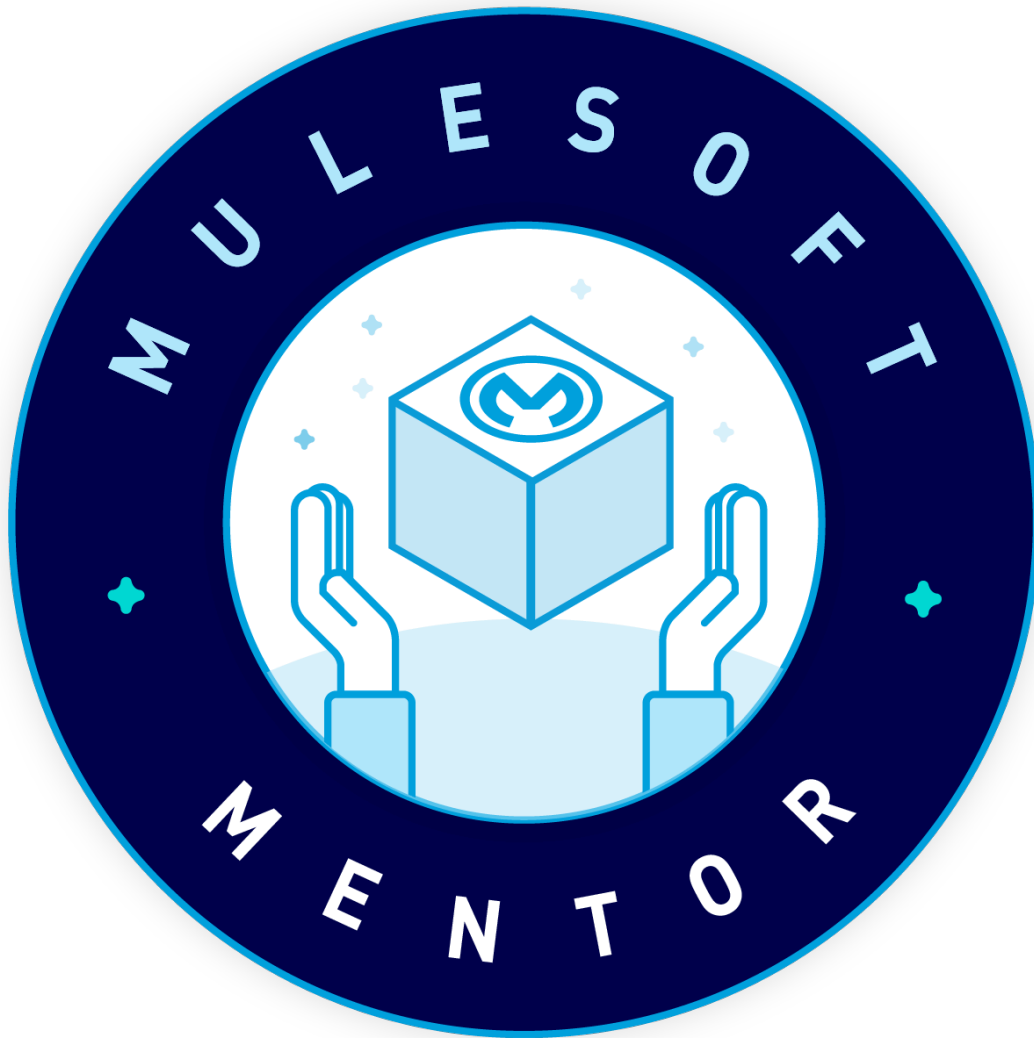
As this program is the next step on your journey, we do have a few additional requirements for you to successfully complete this program. Please find them listed below.

- You MUST be in contact with your coach by April 30th or you will be removed from the program
  - If you **cannot** get in touch with your coach, please reach out to [@Sabrina Hockett \(Workspace Admin\)](#) or [@Isabella Navarro \(Workspace Admin\)](#) ASAP.
- Must complete all 10 months of coaching
- Must mentor at least 1 person in [#mule-mentor-pairing](#)
- Must complete Agentblazer Champion status
- Must attend at least 5 product enablement sessions throughout the year
- Must complete a minimum of 12 contributions throughout the year
- Must be active in/on at least 3 different mediums (i.e. blogs, Meetups, coaching, events, YouTube, Twitch, Forums, etc)

## Top MuleSoft Mentor Brand and Social Guidelines

There is no additional logo for being a Top MuleSoft Mentor. Please make sure you follow these guidelines.

## MuleSoft Mentor Logo



Whenever possible, the logo should be reproduced in its full-color form. Depending on the production capabilities and the environment in which the logo appears, a reversed version may be used.

The logo and badge must not be altered. Download [here](#).

## **Addressing Top MuleSoft Mentor Program Use in Writing**

“Top MuleSoft Mentor” should be the term used whenever referring to the program or yourself. Please avoid using “Top Mentor” without “MuleSoft”.

# Social Media Guidelines

**Always respect your audience.** Do not use ethnic slurs, personal insults/attacks, or obscenity in your community participation. Additionally, do not disparage other customers, partners, prospects, or our employees.

**Be Honest and Transparent.** As a Top MuleSoft Mentor, you are not only representing yourself, but also a voice representing MuleSoft and Salesforce. With that in mind, please keep Salesforce's core value of Trust in mind and be honest and transparent in your community participation.

**Be Encouraging and Engaging.** As a Top MuleSoft Mentor, your role is to enable and encourage others. Please ensure when posting or commenting on others posts you maintain a positive attitude and do not put down their work or discourage them for contributing.

**MuleSoft Representation First.** As a Top MuleSoft Mentor, we ask that you always represent MuleSoft first including our values. Others look to you as a MuleSoft expert and role model, so please do not take advantage of this position.

## Disciplinary action

Our team will be monitoring all Top MuleSoft Mentors social presence and will provide the following if we see any of the rules violated above:

1. We will provide a warning and reference the post/comment we see that violates our rules
2. If it happens again, we will remove you from the Top MuleSoft Mentors program.

## Top MuleSoft Mentor Program Status

The above branding guidelines apply to current Top MuleSoft Mentors. Upon leaving the program, you will be required to remove references to being a Top MuleSoft Mentor in all forums including social media, LinkedIn, blogs, etc. You may reference your past award by using "Top MuleSoft Mentor, Duration" (Example: Top MuleSoft Mentor, 2021; or Top MuleSoft Mentor 2020-2021), but you must include the duration to avoid misrepresenting yourself as a current member of the Top MuleSoft Mentor program.

# MuleSoft Mentor Program Expectations, Terms, & Conditions

Your participation in the Top MuleSoft Mentors Program requires your acceptance of the Salesforce Program Agreement and the VIP Program Terms at the time of your application. The Salesforce Program Agreement and the VIP Program Terms are available at <https://www.salesforce.com/company/program-agreement/>

Below are the terms and conditions specifically about being a member of the Top MuleSoft Mentor program.

## 100% Participation in All Monthly Coaching Sessions

We expect all Top MuleSoft Mentors to participate in ALL coaching sessions. This includes: setting up times with your coaches, following the monthly planning for each session, working with your coaches to provide check-ins of your work. It is up to YOU to coordinate these sessions with your coaches.

## Completion of the Self-assessment

Every Top MuleSoft Mentor must complete the [MuleSoft Mentor Personal Skill Assessment](#). This will provide an overview of areas of improvement for you and your coach to work on over the course of your time as a Top MuleSoft Mentor. This self-assessment is not used in the panel review for becoming a MuleSoft Ambassador so be as honest with yourself as possible. If you do not complete this form within your first month of being a Top MuleSoft Mentor, it will greatly harm your ability to be successful throughout the program.

## Quarterly Engagement of 3+ Contributions Per Quarter

Now that you have been elevated to become a Top MuleSoft Mentor, we do expect an increase in quarterly contributions from a minimum of 2 per quarter to 3 per quarter. We also suggest expanding the ways in which you contribute. For example, if you only write blogs, try speaking in a MuleSoft Meetup. If you only lead Meetups, try creating content on socials, etc. It will be very important for you to submit your quarterly contributions via [this form](#) as soon as you complete them.

## Self and Coach Feedback

Feedback is vital to personal and professional growth. You will have ample opportunities to receive and give feedback throughout this program. Please ensure you keep feedback



constructive and not personal. If you ever have any concerns about your coach, please email us at [mulesoftmentors@salesforce.com](mailto:mulesoftmentors@salesforce.com) and we will be happy to assist. Additionally, giving and receiving feedback are important skills for you to learn as you mentor others. We will provide many different forms of trainings.

## Meeting All Deadlines and Staying Informed Via Slack

MuleSoft Ambassadors are punctual and ensure they stay informed. As a Top MuleSoft Mentor, we expect the same. Please ensure you meet all deadlines and stay informed via the Top MuleSoft Mentors Slack channel so as not to miss out on any opportunities.

## Top MuleSoft Mentor Program Guidelines and Code of Conduct

### Overview

**MuleSoft Community promise:** The MuleSoft Community helps all developers, architects, business users, ITDMs, and C-levels be successful in their integration projects with Anypoint Platform. We welcome all, and we all learn, share and network together.

**Top MuleSoft Mentor promise:** Top MuleSoft Mentors are a close-knit group of MuleSoft trusted experts who go above and beyond to share their expertise and help the entire community succeed. We encourage each other, celebrate our successes, and work collaboratively to make our community the best place for new and experienced integration practitioners, admins, business leaders and others to learn and grow.

The following Program Guidelines and Code of Conduct help everyone stay focused on doing well and doing good together.

## Program Guidelines

### Community Leadership

Top MuleSoft Mentors represent MuleSoft and Salesforce to the entire community. You proliferate our shared commitment to helping others succeed. And you represent the greater MuleSoft Community to Salesforce. The program provides exciting benefits to empower you as leaders and amplify your impact on the community (not to create an elitist group).

### Teamwork

We work as a team to help the entire community do well and do good. You've been selected to join the program because of your incredible contributions, and we work to empower you. The MuleSoft Community team works with cross-functional MuleSoft teams to ensure the program helps you be your best through Top MuleSoft Mentor benefits. And we rely on your ongoing feedback and contributions to optimize all aspects of the program.

### **Trust**

Trust and transparency are fundamental to the success of the Top MuleSoft Mentor program, and we take it very seriously. Empathy, respect, and constructive dialogue all help us build trust. Top MuleSoft Mentors should feel empowered to voice ideas and opinions to drive constructive change within MuleSoft, Salesforce, MuleSoft products, the MuleSoft Community, and the Top MuleSoft Mentor program. We encourage open communication, feedback, and discussion and accept it without judgement or negative consequences.

### **Respect for All**

The Top MuleSoft Mentor program is made up of people from a wide range of backgrounds, and every member of the program has a right to feel welcome, valued, and respected. Fostering an environment of respect is everyone's responsibility.

## **Code of Conduct**

MuleSoft and Salesforce place a great emphasis on the trust we give our Top MuleSoft Mentors. We expect our Top MuleSoft Mentors to follow a clear and strict code of conduct.

**We welcome all:** The Top MuleSoft Mentors community welcomes and supports people of all backgrounds and identities. This includes, but is not limited to members of any race, ethnicity, culture, national origin, color, immigration status, social and economic class, educational level, sex, sexual orientation, gender identity and expression, age, size, family status, political belief, religion, and mental and physical ability.

**We interact respectfully:** Not all of us will agree all the time, but disagreement is no excuse for poor behavior and poor manners. We all experience occasional frustration, but we cannot allow that frustration to turn into personal attacks. It's important to remember that a community where people feel uncomfortable or threatened is not a productive one. Be respectful when dealing with fellow Top MuleSoft Mentors, members of the community, the MuleSoft Community team, and MuleSoft and Salesforce employees.

**We behave professionally:** Top MuleSoft Mentors conduct themselves professionally. Be kind to others. Do not insult or put down other participants. Avoid harassment and other exclusionary behavior. This includes, but is not limited to:

- Discriminatory and language in any form.
- Personal insults, especially those using racist or sexist terms.
- Unwelcome sexual attention.
- Repeated harassment of others. In general, if someone asks you to stop, then stop.
- Inappropriate or unprofessional public behavior.
- Advocating for, or encouraging, any of the above behavior.

**We keep the community safe:** Top MuleSoft Mentors help keep the community a safe and welcoming place. We trust our Top MuleSoft Mentors to use your best judgment in escalating issues of concern that arise in the community. In the case that one of these issues arises, please contact the MuleSoft Community team at [community@mulesoft.com](mailto:community@mulesoft.com).

**We represent all MuleSoft and Salesforce core values:** Top MuleSoft Mentors are representatives of the entire MuleSoft and Salesforce ecosystem. It's highly important that Top MuleSoft Mentors uphold our core values of Trust, Customer Success, Innovation, Equality, and Sustainability.

## Program Removal

Behaving in a way that is inconsistent with these guidelines will result in removal from the program. Should you be removed from the program, you will be required to remove references to being a Top MuleSoft Mentor in all forums including social media, LinkedIn, blogs, etc.

**MuleSoft employees:** Because this is a community program, MuleSoft employees are not allowed to be MuleSoft Mentors. If a current Top MuleSoft Mentor becomes a full or part-time employee of MuleSoft or Salesforce, the Top MuleSoft Mentor will be removed from the Top MuleSoft Mentor program.