

2021

membership pack



THE
ASSOCIATION
OF
BUSINESS
MENTORS

the voice of UK

business mentoring & coaching

The only UK professional trade body representing
both business mentors & coaches

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About Us

Established in 2011

It is estimated there are 43,000 mentors, coaches and consultants in the UK, yet less than 3% belong to a recognised professional association or trade body and, as a result, business owners struggle to find a professional they can truly trust.

The Association of Business Mentors (ABM), founded by Kerrie Dorman, a former "People's Mentoring Champion" Award Winner* was set up to support UK businesses and those mentors and coaches that wished to differentiate themselves from the crowd.

Now ten years old, the ABM is the only trade body that **supports, educates and represents** those like minded mentors and coaches experienced in business, that now mentor and coach others in business... using empathy to create trust, building client relationships that last.



How we are organised

Run by members for members

The ABM is a company limited by guarantee with a Chair, Chief Executive and a Director Board. The Directors are responsible for strategy, vision and target setting. They employ a part time General Manager and Administration Manager to manage all operational aspects of the Association. The Board meets quarterly with an Executive Team that consists of members and Regional Chairs of which there are four, the North of England, Central, South and London. The regions also meet six times a year. We actively promote member involvement.



Purpose, Values & Vision

● Purpose - Our Focus

- The ABM is a trade body that exists to develop, promote and maintain the highest standards in professional business mentoring.
- To be an organisation that continually learns, improves and innovates
- To ensure our members achieve their full potential for the benefit of the business community
- Encourage all mentors working in the business sector to become members
- To lobby Central Government to promote the value of professional business mentoring to UK Business

● Values - What we stand for

- Promote professional standards of business mentoring
- Build a collegiate community for members to share best practice and challenges
- Promote and facilitate development and continuous learning
- Support and uphold the professional code of conduct of Mentoring and Coaching (EMCC)

● Vision - Our Targeted Approach

- Be recognised as the body to regulate and set standards in the business mentoring industry
- The only place business owners need go when looking for a professional business mentor
- Show a positive impact on the productivity and success rates of UK businesses

Statement of Purpose

Simon Fordham – Chairman and Chief Executive

"The Association of Business Mentors (ABM) is the professional association working to improve and professionalise business mentoring in the UK. Through member training and accountability, the ABM improves access to highly experienced business mentors and coaches and promotes the value and benefit of engaging professional business mentors to the UK Government and the wider business community. We work in partnership and with the support of Government Agencies and other Business Support Organisations."



Why Join the ABM?

The ABM is the only professional body in the UK representing the interest of professional business mentors to Government and the wider business support community.

- A recognised career pathway for both aspiring and experienced business mentors, including CDP, Degree and Masters programmes
- Network and be part of a unique professional community with similar backgrounds in business, ethics and integrity
- Challenge yourself to be better, share experiences and learn from others

Benefits of Membership

Members enjoy a host of free benefits including access to many resources, webinars, podcasts, business interviews, members showcase and spotlights and so on.

- Regional network with UK wide coverage
- Discounted access to internationally recognised professional qualifications and conference
- Group reflection opportunities
- Showcase your own services and publications
- Mentor Mentee matching service
- Published profile on member website
- Unique access to member offers with preferred partners often at discounted rates including law, finance, insurance, funding, mentoring platform



Professional Referral Partners

Our members have asked the ABM to forge relationships with professional referral partners to help them in their business development and continuing success. We listened, and have acted by creating several unique partnerships with other professional business support organisations. Including:

- **The Institute of Directors** – IOD's 20,000 UK members now have direct access to approved ABM Members when looking for a business mentor
- **The Central London Alliance** – The CLA was formed to support London's small and medium sized businesses, who are looking for business mentors from any part of the UK
- **Westminster Business Council** – WBC is an established business network working pan London. Business owners engage mentors from any part of the UK.
- **Ultimate Finance** – Ultimate refer their clients to ABM mentors and vice versa
- **Access2Funding** – R&D and Grants are offered and they also refer clients to ABM mentors.
- **Scale-Up Arena** – SUA work with businesses that have the potential to scale and refer clients to ABM members for mentoring.

Membership Levels

As we have developed CPD, the ILM Level 5 (Degree) and Level 7 (Masters) qualifications in business mentoring and coaching the ABM has also developed a number of levels of membership that bring their own benefit.

We welcome both aspiring and experienced mentors who are able, following a qualifying period and criteria, achieve the following membership levels:

- **Associate Member** – for those aspiring members that do not yet have the number of clients or experience
- **Full member** – those experienced mentors that can demonstrate their professional standing and meet the criteria of membership
- **Professional Business Mentor** – Accredited at Level 5
- **Senior Professional Business Mentor** – Accredited at Level 7
- **Master Professional Business Mentor** – Accredited at Level 7 and Professional Interview
- **Fellow of the ABM** – The ABM special award to those that have shown an outstanding commitment to furthering the profession of business mentoring and or the ABM.
- **Retired Member** – Those members that no longer practice but wish to remain in contact with the sector and colleagues
- **Sponsored Member** – Members that belong to a mentoring organisation that has joined as a corporate or organisation member.



The levels of membership provide both opportunity and encourage career progression, enabling our members to gain a deeper understanding of both business mentoring and coaching at senior and executive level.



The Commitment of all Members

As a professional body our members make a commitment to the ABM Charter and the EMCC Global Code of Ethics a copy of which is on our website. When you apply for membership you agree to accept and abide with their ethos and content.

The ABM believes that “In Mentoring and business we don’t know what we don’t know,” and that “we never stop learning,” by completing the application members commit to a programme of 20 hours per year of continuous learning, understanding, and professional development, by ‘progressing’ from Associate Member to Full Member and then consider Professional Member Status.

The ABM Awards

The ABM has developed awards in business mentoring for both its members and clients of members to enter

The Award Categories are finalised announced on the anniversary of National Mentoring Day, (27th October) created by award winning ABM Member Chelsey Baker.

As an individual member, organisational member or sponsored member you are eligible to enter, the winners are announced at the prestigious ABM Annual Conference Black Tie Dinner normally held in March or April.

At the dinner the ABM also present Level 5 and Level 7 Certificates to those members and non-members that that have successfully passed the award and to celebrate their achievement.



Membership Criteria – Associate

The main acceptance criteria is that you must have started, run and or owned a business, or to have played a significant operational and strategic role in a business or have managed a significant business unit or profit centre in a large corporate.

What is Associate Membership

To become an Associate Member we accept and welcome applications from those business mentors, consultants and coaches who are yet to have been engaged by a client or mentoring in the workplace but have business experience and an interest in developing their business mentoring skills.

Your membership will be via the 'Aspiring Mentor' pathway.



Who are aspiring applicants?

Keith – Has had an excellent corporate professional career as a solicitor (or accountant) with significant operational and strategic experience. He thinks mentoring might be for him but has no mentoring experience.

Mary – Has fallen into mentoring, whilst working in a senior role in a business. She has now set up her own business providing mentoring to teams.

Joan – Worked as a change consultant at one of the Big4 with a wide range of corporate clients and responsibilities in business. She has an Executive and Business Coaching qualification and has worked as an NED.

Josh – Has run his own business for a number of years and now wishes to explore mentoring as a way of giving back and perhaps continue to work in the business sector while building an additional career after his exit.

Application & Professional Pathway – Associate

Your potential journey with the ABM

- Stage 1 – Application (No Stage 2)
- Stage 3 – Foundation OR Level 3
- Stage 4 – Application Approved/not approved
- Member Level 1 (ML 1) – Associate Member
- Mandatory: Take L3 within 2 years. (If not taken at application stage)
- To achieve ML2 – Full Member:
 - Minimum of two years and ten clients +2 years of CPD (40 hours)
- ML 2 – Full Member

Then may follow one of the three options:

- Modular L5 (within 3 years) or
- Accelerated L5 or
- Level 7
- Elect not to take a professional qualification and remain at Full Member whilst doing:
 - Mandatory & Ongoing 20 Hours of CPD PA

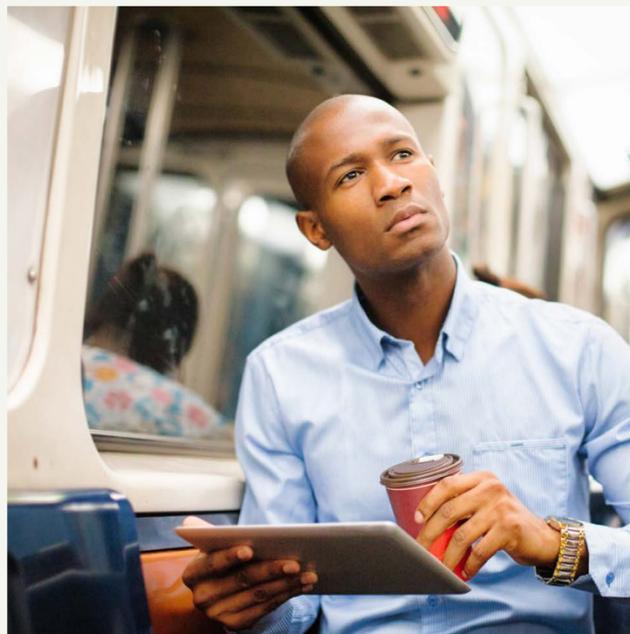


Membership Criteria – Full Member

As before, the main acceptance criteria is that you must have started, run and or owned a business, or to have played a significant operational and strategic role in a business or have managed a significant business unit or profit centre in a large corporate.

What is Full Membership

To be recognised as a Full Member it is necessary to have worked as a business mentor or coach with at least three businesses over a minimum of two years. We may reach out to a selection of those businesses to assist in your application.



Who are experienced applicants?

Frank – Has had an excellent corporate professional career as an accountant with significant operational and strategic experience. He has been mentoring others in business for some time.

Kay – A former solicitor, now has her own training company and has been mentoring clients in their business for some time and now wishes to be better supported in her role.

Francis – Was Chief Executive of a large business, she has been mentoring in business for a few years without any professional qualification or membership of a trade body and now wishes to be part of a mentoring community that supports her and her business.

Jake – Has run his own business and has been able to step away from the business to help others by mentoring MBA Summer School students, he now is looking for a professional pathway to hone his skills in business mentoring.

Application & Professional Pathway – Full Member

Your potential journey with the ABM

- Stage 1 – Application & 1x Case Study, Personal SWOT and Self Evaluation Questionnaire.
- Stage 2 – Professional Interview (No stage 3)
- Stage 4 – Application Approved/Not Approved
- ML2 – Full member, may take L3 (optional)
- Elect to stay at ML2 and not take a professional qualification attain 20 hours CPD pa

To achieve ML3

- Level 5 qualification 20 hours CPD pa

To achieve ML4

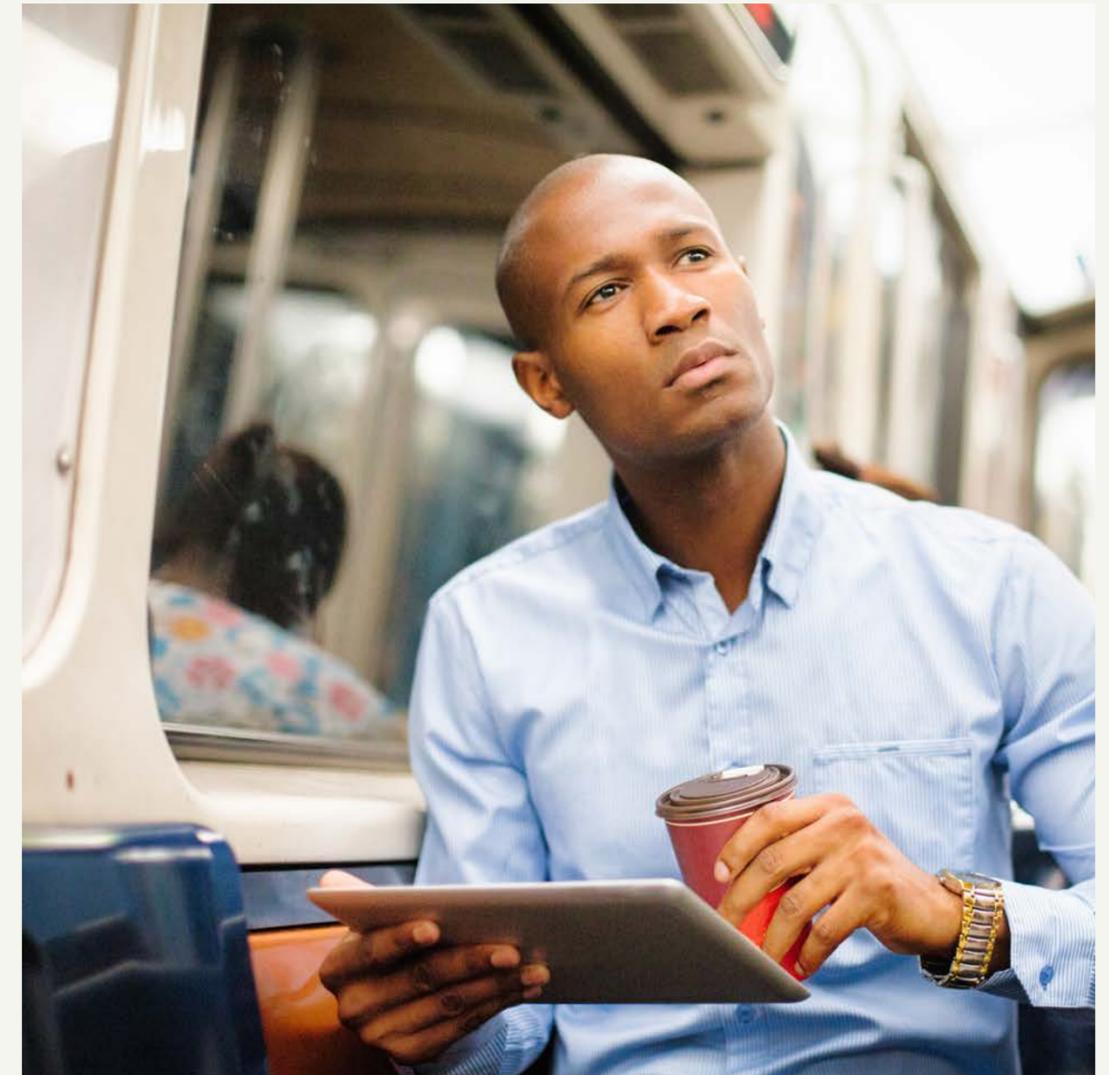
- Level 7 qualification 20 hours CPD pa

To achieve ML5

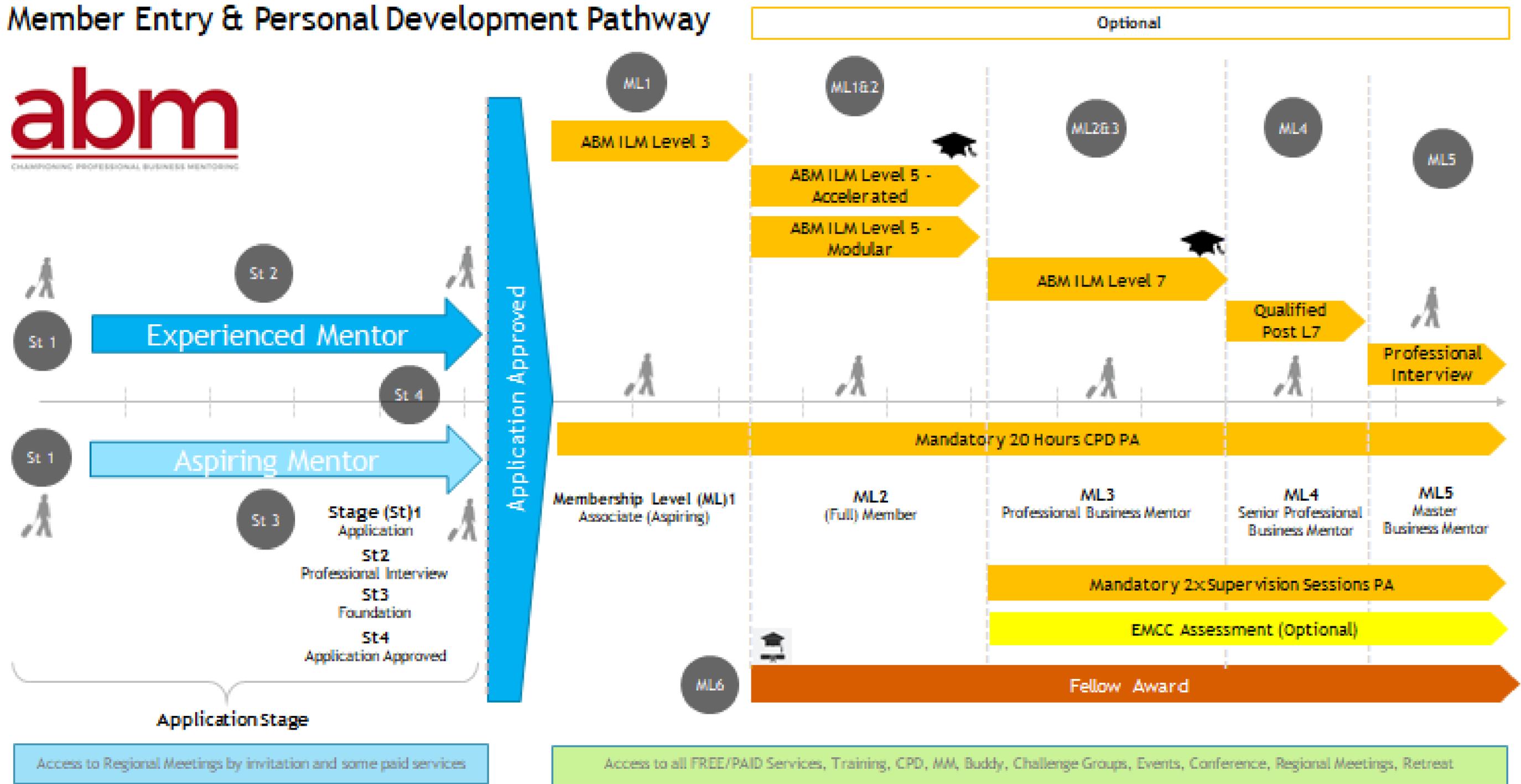
- Application + Level 7 qualification + 20 hours CPD pa + Professional Interview

To Achieve Fellow Status ML6 (This award is open to all Full Members and therefore may be awarded without a professional qualification)

- Invitation only



Application & Development Pathway





How to Apply

We encourage you to discuss your application with the Regional Chair in your area and perhaps attend one of our events as a guest, you may, however, join any region. The Regional Chair may be contacted here:

The North - Gary King

- gary@tendo-uk.com

Central - Taruna Chauhan

- taruna@tchauhanconsultancy.com

London - Philippa Seal

- philippa@philippaseal.com

The South - Siobhan Lavelle -

- siobhanlavelle@cornellecomms.co.uk

We also encourage you to visit our website www.associationofbusinessmentors.org.

If you have any questions about the application process or the ABM in general please contact the Regional Chair or email us on:

enquiries@associationofbusinessmentors.org



Cost

Membership starts from just £220 per annum plus a £70 one off administration fee.

Higher levels of membership attract a higher rate of membership fee with increased levels of benefit.

From April 2022 entry criteria for Full Membership will include standard due diligence checks and a professional interview with a Member of the ABM Executive Team, with an additional cost of £120. This is to maintain the very high standards of membership.

We encourage you to visit our website where an application form can be downloaded using the QR code or contact us:

enquiries@associationofbusinessmentors.org





Organisational Membership

The ABM offers
Membership to the
following organisations:

Charitable,
Funded,
Educational &
Commercial



Who can apply?

We welcome applications from those organisations who operate business mentoring programmes

To qualify for membership your organisation must:

- complete an application
- agree to the ABM Charter and the EMCC Global Code Of Ethics.
- have in place an acceptable (ABM approved) mentor vetting process
- an induction process
- a training process
- appropriate insurance cover
- feedback and or impact analysis
- a complaints procedure

If a commercial organisation:

- you must also demonstrate your mentoring capability through past programmes
- provide 3 years accounts or latest set of accounts if you have been trading less than three years



Once accepted the ABM welcomes applications from your mentors, that meet the acceptance criteria, at a discounted rate, whilst working with your organisation.

Benefits of Membership

Qualifying organisations benefit in a number of ways

The Organisation obtains:

- 2 free tickets to the ABM annual Conference.
- Dedicated Relationship Manager
- Access to the ABM independent Quality and Impact Survey for your organisations mentoring programme (extra cost)
- 'ABM Accredited' Membership Level
- Access to the ABM Quality Mark for excellence in Business Mentoring Programmes

Mentor members have:

- Access to free webinars
- Networking opportunities
- Access to free Podcasts
- Access to free Words of Wisdom
- Access to Accountability Groups (Chargeable)
- Full website access with Members portal
- Discounted access to a dedicated digital platform to manage mentor assignments
- Free Self-Evaluation questionnaire
- Discounted Access to Professional Qualifications



Cost of Membership

Rates for Organisational Membership are as follows:

Charitable and Non-Profit Organisations:

- £1000.00 pa for the organisation
- £100 pa per mentor member

Funded Bodies:

- £1500.00 pa for the organisation
- £150 pa per mentor member

Commercial:

- £1500.00 to £5000.00 pa subject to turnover
- £150 pa per mentor member

Quality and Impact Surveys (All Bodies)

- From £2500 per 100 mentees

An individuals Membership may be paid by you, subsidised or paid by the mentor.



The ABM Quality Mark

To qualify for the Quality Mark your organisation must:

- Be an organisational member of the ABM
- Undertake at least one ABM Value and Impact Survey
- Complete an application
- Pay the fee of £1200.00 (Renewable every three years)
- Formal review by the ABM Quality Mark Team.

For full details about how to qualify for the ABM Quality Award please contact the ABM on:

enquiries@associationofbusinessmentors.org

Launched in 2021, the ABM now offer The ABM Quality Mark for those organisations achieving excellence in Mentoring Programme delivery





Quality Award for Excellence in Business Mentoring Programmes

Evaluating effectiveness

Value & Impact Surveys

Step 1: Set up data collection.

The ABM will work with you to set up the bespoke survey questions



Step 2: Track and record.

We then work with your mentees and mentors to gather and record the data



Step 3: Analyse impact.

The ABM Independent Value and Impact Survey is presented to you and the report provided for you to publish to your stakeholders.

From £2500.00 per 100 Mentees

How to Apply

Get in Touch

We have a dedicated Director responsible for Organisational Memberships who would welcome an opportunity to explain membership .

Complete an Application

The Application process is different from that for members, we therefore have a dedicated application to complete, which can be found on our website

Encourage your Mentors to join

As an organisation member your mentors are able to join the ABM at a discounted rate

Value & Impact Surveys

If your programme is funded or part of a charitable offering its vital that you have a full understanding of the value and impact of the work you do. The ABM offer independent analysis of your great work.

Get Social With Us



We'd love to
help you be a great business
mentor

LinkedIn

<https://www.linkedin.com/company/association-of-business-mentors>

Email Address

enquiries@associationofbusinessmentors.org

Website

www.associationofbusinessmentors.org