Association of Business Mentors Professional Membership Application Guidance

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CHAMPIONING PROFESSIONAL BUSINESS MENTORING

10 YEARS

CONTENTS

Professional Membership

abm

CHAMPIONING PROFESSIONAL BUSINESS MENTORING

PROFESSIONAL MEMBERSHIP

A GUIDE TO COMPLETING YOUR APPLICATION

WELCOME

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

The ABM is a signatory to the European Mentoring and Coaching Council (EMCC) Global Code of Ethics.

In order to become a member, you must be able to mentor with empathy and therefore have:

- **started, run and or owned a business, or**
- **to have played a significant operational role in such a business or**
- **have managed a significant business unit or profit centre in a large corporate.**

We welcome applications from business mentors, consultants, coaches and members of other professions such as solicitors and accountants, who are yet to have been engaged by a client or mentored in the workplace but have the business experience and an interest in developing their business mentoring skills in support of their professional career or work and to help others in business.

There are a two entry levels to Membership:

Aspiring Mentor (Level 1 Associate Member)

OR

Experienced Mentor (Level 2 Full Member)

To be recognised as a Full Member it is necessary to have worked as a mentor or coach with at least three businesses, in excess of 30 hours and over a minimum of two years.

The ABM has high standards, and as such has created a robust professional membership application process supported by the EMCC.

By completing your application and becoming a member you agree to abide by the ABM Professional Code of Conduct and Ethics.

The ABM believes that “In Mentoring and business we don’t know what we don’t know,” and that “we never stop learning,” we therefore expect all members to undertake 20 hours of recorded continuous professional development each year and encourage you to progress by professional qualification from Associate, to Full, and by qualification to Professional Mentor. You may progress further to Senior Professional and Master Mentor status.

ENTRY LEVEL CRITERIA AND COMMITMENT

	Individual Membership Types		
	Level	**Acceptance Criteria**	**Commitment, per year**
Level One	**Associate (Aspiring Mentor) Entry Level**	Aspiring mentor who would like to grow in experience and understanding. Proof of busainess expernce. Full application. Commits to CPD and or Modular (within 3 years)/Accelerated L5 Qualification and supervision.	Minimum of 20 hours of client contact time pro bono or paid. 20 hours CPD audited annually
Level Two	**Full Member (Experienced Mentor) Entry Level**	Demonstrable and appropriate business experience, 30 hours of client contact time in previous 2 years, 1 x business case study and 1 x professional interview. 2 x client references. Full application. Commits to CPD, willingness to complete L5/L7. PI Insurance.	Minimum of 20 hours of client contact time pro bono or paid. 20 hours CPD audited annually

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CHAMPIONING PROFESSIONAL BUSINESS MENTORING

MEMBERSHIP LEVELS - COSTS AND BENEFITS

Membership Levels	Personal								Organisation			
	Associate	Full	Professional	Senior Professional	Master	Fellow	Retired	Sponsored	Not for Profit	Charitable	Education	Commercial
Member Updates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Groups	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Access to Tools	✓	✓	✓	✓	✓	✓	×	✓	×	×	×	×
Website Member Access	✓	✓	✓	✓	✓	✓	×	✓	×	×	×	×
Regional Events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Business & Govt Updates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Words of Wisdom	✓	✓	✓	✓	✓	✓	✓	✓	×	×	×	×
CPD	✓	✓	✓	✓	✓	✓	×	✓	×	×	×	×
Training	✓	✓	✓	✓	✓	✓	×	✓	×	×	×	×
Professional Partners	✓	✓	✓	✓	✓	✓	×	×	×	×	×	×
Professional Framework	×	✓	✓	✓	✓	✓	×	×	×	×	×	×
Accountability Group	×	✓	✓	✓	✓	✓	×	×	×	×	×	×
Retreat	×	✓	✓	✓	✓	✓	×	×	×	×	×	×
Enhanced Biography	×	×	✓	✓	✓	✓	×	×	×	×	×	×
Discounted Events	×	×	×	✓	✓	✓	×	×	✓	✓	✓	✓
Supervision	×	×	✓	✓	✓	×	×	×	×	×	×	×
EMCC Assessment	×	×	×	✓	✓	×	×	×	×	×	×	×
Policy Group	×	×	×	×	✓	✓	✓	×	×	×	×	×
Quality Mark									✓	✓	✓	✓
Relationship Manager									✓	✓	✓	✓
Value & Impact Survey									✓	✓	✓	✓
Joining Fee	70	70	0	0	0	0	0	0	2500	1000	1500	1500+
Professional Interview	0	120	0	0	120	0	0	0	0	0	0	0
Supervision PA	0	0	240	240	240	0	0	0	0	0	0	0
Membership PA	220	220	220	350	350	0	100	100/150	2500	1000	1500	1500+
Qualification Requirement	Application	App+Int	Level 5	Level 7	7+Interview	Award			Application	Application	Application	Application

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CHAMPIONING PROFESSIONAL BUSINESS MENTORING

PROFESSIONAL MEMBERSHIP

A GUIDE TO COMPLETING YOUR APPLICATION

BACKGROUND

In line with many professional membership organisations the ABM has built its reputation overtime, by having a robust application process, and based on the provided credentials and actions of its members.

The integrity, ethics and professionalism of each member is integral to our DNA, and now, is also imbedded in the application process. As well as asking you to provide standard details about you, your work and your business experience we now also ask you to delve a little deeper exploring your self.

For those applicants applying for **Full Membership,** in addition to the written application, you will also be invited to undertake a recorded professional interview with a member of the Director or Executive Team.

We therefore suggest you to take some time to reflect as you complete the application. Consider the type of mentor or coach you are or desire to be, what experience you have and what may be missing that you are yet to find. It is this ongoing reflection process that transforms a just 'okay' business mentor or coach into a great one!

We are a membership organisation run by members for members, so the more you get involved the more value you will obtain, if you would like to know more about taking part or getting involved in the work the ABM does please discuss this with your Regional Head.

We hope you enjoy your professional journey with the ABM.

PROFESSIONAL MEMBERSHIP

A GUIDE TO COMPLETING YOUR APPLICATION

HELPFUL INFORMATION

There are a number of sections to complete in the application:

- Personal Details
- Why You Wish to Become a Member
- Business Experience
- Business Mentoring / Coaching Experience OR Why you wish to become a business mentor or coach.
- Business Mentoring/Coaching Case Study (If applying for Full Membership - Guidance notes are provided later in this document)
- Qualifications
- Professional Memberships
- Published materials, books and or papers.
- Biography (may be sent to potential mentees with your permission)
- Insurance
- Select your Region
- Member Participation
- Recommending Others
- Enterprise Nation membership
- EMCC membership
- Statement of Application
- Fee and Payment Details

PROFESSIONAL MEMBERSHIP

A GUIDE TO COMPLETING YOUR APPLICATION

HELPFUL INFORMATION

Identifying your own Competence

ABM members commit to developing themselves and their mentoring and coaching abilities on an ongoing basis and the ABM has an active programme of CPD resources available for you to take part in almost on a weekly basis, to support this.

It is therefore important that, as individuals, we know how we are performing and how to measure our performance against a number of parameters.

The EMCC Competence Framework has been developed from the following 8 core competencies that enable you to:

1.Evaluate your behaviour as a mentor/coach and

2.Categorise the level that you are operating at

1. **Understanding Self**

Demonstrates awareness of own values, beliefs and behaviours; recognises how these affect their practice and uses this self-awareness to manage their effectiveness in meeting the client's, and where relevant, the sponsor's objectives

2. Commitment to Self-Development

Explore and improve the standard of their practice and maintain the reputation of the profession

3. Managing the Contract

Establishes and maintains the expectations and boundaries of the mentoring/coaching contract with the client and, where appropriate, with sponsors

4. Building the Relationship

Skillfully builds and maintains an effective relationship with the client, and where appropriate, with the sponsor

5. Enabling Insight and Learning

Works with the client and sponsor to bring about insight and learning

6. Outcome and Action Orientation

Demonstrates approach and uses the skills in supporting the client to make desired changes

7. Use of Models and Techniques

Applies models and tools, techniques and ideas beyond the core communication skills in order to bring about insight and learning

8. Evaluation

Gathers information on the effectiveness of own practice and contributes to establishing a culture of evaluation

PROFESSIONAL MEMBERSHIP

FULL MEMBER APPLICATION - CASE STUDY GUIDANCE

CASE STUDY INFORMATION

Your Application
If you are applying for membership as an experienced business mentor or coach you will need to provide a comprehensive case study that will form the basis of your professional interview that is part of the formal application process. The next few pages provide you with some useful information about the writing of the case study.

Definition
A case study is a written account of a real client's experience with you. They describe the client's success thanks to you and the service you provided. They typically include the problem the client was facing before they used your service, and how you helped overcome that problem.

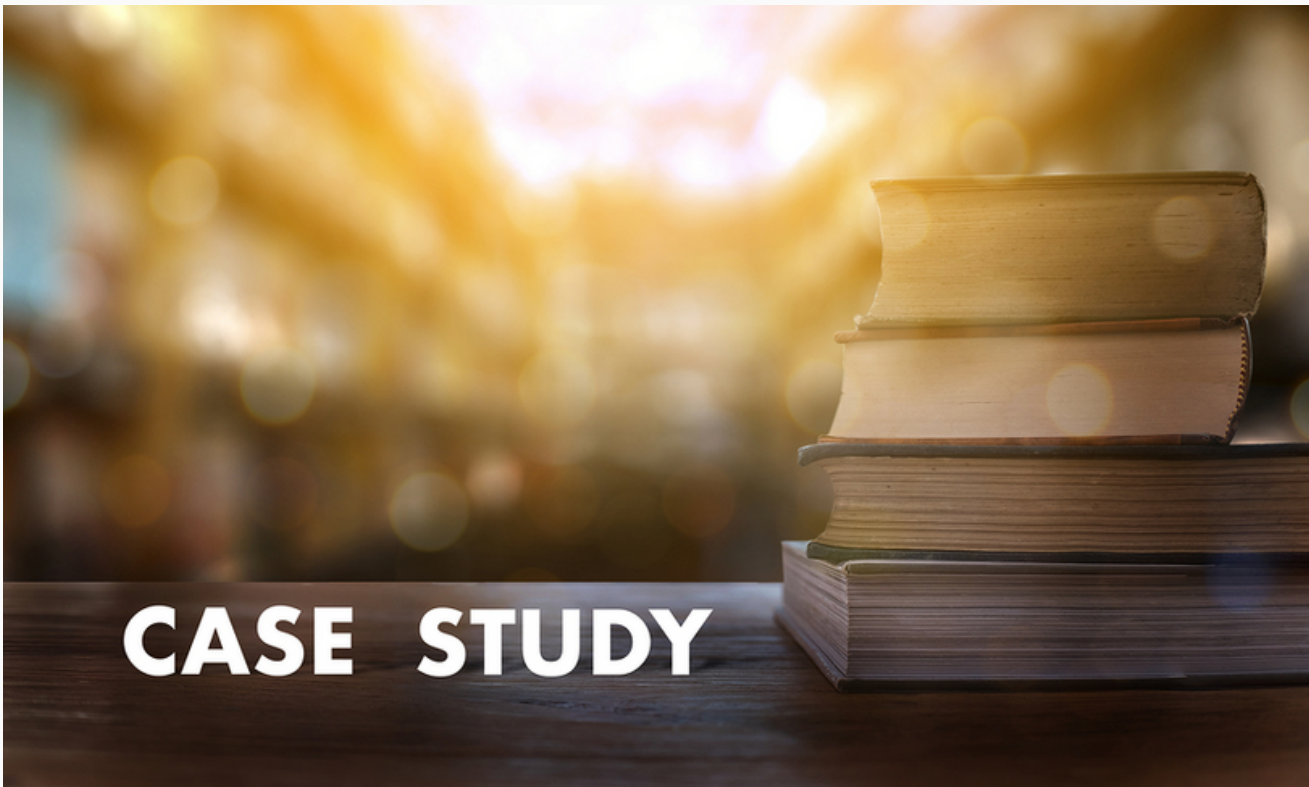
Simply put, a case study is a way to prove your service worked, with factual evidence.

The case study will usually follow a typical story structure, which means it has a beginning, middle, and end. Think of it as a "before and after" snapshot of a client's business and your work with them.

Case studies explore how you affected a specific client. Framed as compelling story, linked to the 30 EMCC capability indicators, it will assist the application evaluation process for this framework.

How to Write a Case Study
Understanding how to write a case study is an invaluable skill. You'll make decisions large and small – everything from deciding which client to feature, to the best format to use – to design and making them as engaging as possible.

Why Provide a Case Study?
The case study you provide will form the basis of the professional interview you have with one of the ABM's Executive Team as part of your Full Member application.



PROFESSIONAL MEMBERSHIP

FULL MEMBER APPLICATION - CASE STUDY GUIDANCE

CASE STUDY GUIDANCE - STEPS 1 TO 2

Step one: Determine the client
Which one should you feature in your new case study? As a busy person we have limited time and resources, so first select two or three and consider the case study's place in meeting your overall objective, to meet the 8, or as many as you are able to, competency framework headings.

Think about how you met each whilst working with your client and what the application assessor needs to know.

Step Two: Plan the Case Study Content
In terms of the structure, we recommend categorising the questions you need to ask of yourself into six specific sections that will mirror a successful case study format. Combined, they'll allow you to gather enough information to put together a rich, comprehensive study.

Open with the customer's business.
The goal of this brief section is to generate a better understanding of the client's current challenges and goals, and how they fit into the context of the case study and meeting your objective. Sample questions to ask yourself might include:

- Who did you mentor/coach?
- How long have they been in business?
- How many employees do they have?
- What were the objectives of the business/individual at that time?

Cite a problem or pain point.
In order to tell a compelling story, you need context. That helps match the client's need with your solution. Sample questions might include:

- What challenges and objectives led them to look for a solution?
- What might have happened if they did not identify a solution?
- Did they explore other solutions prior to engaging you that did not work out? If so, why did they look to choose you?

PROFESSIONAL MEMBERSHIP

FULL MEMBER APPLICATION - CASE STUDY GUIDANCE

CASE STUDY GUIDANCE - STEPS 1 TO 2

Discuss the decision process.
Exploring how the client arrived at the decision to work with you.

- How did they hear about you?
- Was there a selection process?
- What was most important to them when evaluating your offer?

Explain how a solution was implemented.
The focus here should be placed on the customer's experience during the onboarding process. Sample questions might include:

- How long did it take to achieve results from the mentoring?
- Did that meet your clients and your expectations?
- Was anyone else involved in the process?

Explain how the solution worked.
The goal of this section is to better understand how the client used your service. Sample questions might include:

- Is there a particular aspect of the service that they benefitted from most?
- Would they use you again? How do you know?

End with the results.
In this section, you want to uncover impressive measurable outcomes -- the more 'numbers', the better. Sample questions might include:

- How is/did the service help them?
- In what ways does that enhance them or the business?
- How much did your work help with metrics X, Y, and Z?

The assessor wants to know about the client's experience of working with you i.e. Your client has taken action to address their problem, what happened once you were engaged and how you helped.

Throughout the planning process think how the content may link to the eight competency framework headings, ticking them off as you plan the study, relating them to your work with your client as you both progressed.

If it helps use the form provided to identify your achievement against each competency as part of the plan. You can then feed them into your case study, they don't have to be in the order 1-8.

PROFESSIONAL MEMBERSHIP

FULL MEMBER APPLICATION - CASE STUDY GUIDANCE

CASE STUDY GUIDANCE - STEP 3

Step Three: Writing Your Case Study
With your plan completed, it's time to take the insights you gained and turn them into a case study.

The challenge becomes figuring out how to structure everything, so it meets the objective while relating a readable story. You want to leave the assessor with a story that meets the criteria and the objective, whilst making it interesting. Not just a list of information.

The Writing Process
For people who don't write often, the writing process can seem a bit overwhelming. But there's no need to be the next Shakespeare or Hemingway. We can take comfort in the fact that we're simply trying to communicate a particular thing with evidence. Nothing needs to be perfect the first time around. That's what revisions are for!

One of the best things you can do is not to agonise over the writing process. Stop thinking of it as writing and start thinking of it as “written storytelling.” That's what case studies are when they're at their most effective.

Once you grasp the content and layout, you'll know what to say, how to say it and what to leave out.

Finding Your Perfect Writing Style
Creating the perfect writing style for your case study starts by thinking about who is reading it, why they are reading it and what you are trying to achieve.

Imagine a Venn diagram. One large circle contains all the language and preferences of your reader. The other contains the tone in writing you wish to achieve. Whilst the last circle contains the content. Focus on that overlap for the ideal approach.

When in doubt, favour clarity over cleverness. Remember the end goal: communicate your message that meets the objectives of the case study.

PROFESSIONAL MEMBERSHIP

FULL MEMBER APPLICATION - CASE STUDY GUIDANCE

CASE STUDY GUIDANCE - STEP 4

Step Four: Feedback, Edits and Revisions
Once you've finished planning and written your case study, the hardest part is over. Now's the time for editing and revision. This might feel like a frustrating step, but it helps enormously.

Ideally, you'll want to submit your case study through two different rounds of editing and revisions:

The first step for editing and revision lies within the walls of your own business or home. What do the people around you think? Does your case study meet the objective? Does it make sense? Are there any typos or grammatical errors?

You'll get the most from this feedback by bringing in a range of perspectives.

Whenever possible, run your case study by the people who you spend the most time talking with.

Secondly, once you've gathered enough feedback, patterns may emerge. Use them to guide your revisions! Then keep these in mind for any future case studies you work on.

Please remember...
When the time comes to take all of the information you've collected and actually turn it into something, it's easy to feel overwhelmed. Where should you start? What should you include? What's the best way to structure it?

To help you, it's important to first understand that there is no one-size-fits-all when it comes to the ways you can present a case study.

We hope the above outline helps you and we look forward to receiving your completed application.

Our thanks go to Kristen McCabe and Learn.g2.com for this contribution.

Your Mentoring & Coaching

SWOT

Analysis

strength

S

What are your strongest mentoring / coaching abilities?
What natural skills do you have?
What's your business experience?

weakness

W

What are your weakest mentoring / coaching abilities?
What skills do you not yet have that you could learn?
Is there anything lacking in your knowledge of business?

opportunities

O

What support are you looking for?
What would be particularly helpful to you now?
How do you see yourself in 3 to 5 years time?

threats

T

What issues could stop you achieving?
What keeps you from performing at your best?
What would stop you from learning something new every day?

Above are a few examples of what you could include in your personal mentoring and coaching SWOT.

Now give some thought to your Personal Development Plan, you may like to start this as part of you
r journey of learning and development with the ABM...

PROFESSIONAL MEMBERSHIP

ALL APPLICATIONS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

A Guide to Mapping Your Mentoring Journey
A Personal Development Plan (PDP) can be an essential tool to help you target future personal growth in your mentoring journey, and can also be used to meet your own goals in aspects of your personal life.

How to Create a Personal Development Plan
By setting milestones for your mentoring path, personal goals and other parts of your life, you make it more manageable to reach those landmarks, as well as to understand what it will take to get you there.

In this guide we'll look at how to create a Personal Development Plan, including the kinds of goals you might want to set across five different elements of your personal development, and how to structure your PDP so that you can use it in the future to chart your progress.

A Guide to Mapping Your Future Mentoring or Coaching Career Path
If you want to further develop your role as a professional business mentor or coach, it's important that you prioritise Personal Development Planning. Whatever your goal, a plan can help you get where you want to go faster and more effectively.

What is a Personal Development Plan?
A Personal Development Plan, also known as a PDP, is a documented plan that outlines your goals, what strengths you already have in those areas, what you need to change to achieve those goals, and what skills you need to improve any areas of weakness. Think of it as a detailed roadmap that guides you throughout your journey to successfully reaching your goal as an accomplished professional business mentor.

Make a commitment to yourself by drawing up a PDP of your own. You can include mentoring and personal - you're not limited only to professional objectives.

You can also include personal and spiritual milestones you would like to achieve. They might be 12-month targets in the style of New Year's Resolutions, or they might be long-term goals that could take many years to achieve. A PDP should break them down into manageable milestones with realistic deadlines, but there are no upper limits to how ambitious you can be.

PROFESSIONAL FRAMEWORK

ALL APPLICATIONS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

Why Create a Personal Development Plan?
It allows you to set clear, detailed, and achievable goals. You can prioritise the objectives that matter most to you, or that will deliver the biggest benefits to your life and professional mentoring role. You can set milestones and final deadlines and take appropriate actions to meet and even beat those dates.

Personal Development Planning helps bring your vision into a reality and makes it easier to hold yourself accountable for your successes and your failures. You might not always achieve the goals you set for yourself, especially if they are ambitious. But with a plan to keep track of your progress and motivate you when the work gets tough, you are more likely to be successful.

You may want to share your PDP with your own mentor if you have one.

According to a study by psychologist Gail Matthews, people who wrote down their goals were 33 percent more successful in reaching those ambitions compared to people who didn't write down their objectives.

The 5 Areas of Personal Development
Nobody has a one-dimensional personality, yet it is easy to become blinkered in your ambitions for your own development. This can lead to an imbalance between your qualifications and your soft skills, or your professional career history and free-time activities.

The five areas of personal development help you to improve in broad terms, so that you can take a balanced approach to your progression.

PROFESSIONAL FRAMEWORK

ALL APPLICANTS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

Generally speaking, the five areas of personal development are:

a. **Emotional:** This can be quite abstract and difficult to pin down, but covers areas like coping with stress, positive outlook and anger management.
b. **Mental:** Also called Cognitive or Cerebral, this is about exercising your mind to stay open to new learning opportunities whenever they may arise.
c. **Physical:** Physical health can underpin good mental health, and it's often easy to set achievable goals such as time spent exercising, healthy weight loss or a target BMI.
d. **Social:** This can include communication skills such as learning a new language or improving the way you interact with managers and subordinates.
e. **Spiritual:** Spirituality does not necessarily mean religion. Instead, it is about how you perceive the world around you - your world - and the impact this can have on yourself and your personality.

You might find some elements of personal development more appealing than others. For example, you might find it easier to work towards concrete goals, like physical fitness or professional progression, than more abstract spiritual and social destinations.

A Personal Development Plan is your opportunity to challenge yourself by setting multiple goals, including some you might not normally feel comfortable working towards. You can prioritise the goals you feel are most achievable - or alternatively, prioritise those you find most difficult to achieve, so that you do not neglect them in the long run.

PROFESSIONAL FRAMEWORK

ALL APPLICANTS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

What to Include in a Personal Development Plan
Personal Development Plans will differ from person to person because they're dependent upon an individual's goal. Most PDPs, however, contain a list of strengths, weaknesses, areas of development and goals. You should have already thought about these in your SWOT.

After you evaluate your strengths and weaknesses and list your goals, make a list of the skills you need to reach your goals. Don't forget to include ways you can develop those skills, such as committing to further learning such the ABM ILM Level 5 & L7 Effective Business Mentoring and Coaching.

When setting your goals, remember to make them SMART. The SMART goal method is an effective goal setting strategy that brings structure to your objectives, making them easier to achieve.

If you've never used this method before, note that S.M.A.R.T. stands for:

- **Specific**: Be specific with what you want to achieve.
- **Measurable**: Make your goal measurable so that you can track your progress and stay motivated. Include a specific number or date, so that you have something concrete to work towards.
- **Attainable**: Don't set yourself up for failure. Set goals that are realistic and that you have full control over.
- **Relevant**: Is your goal relevant to you? Will it help improve your role as a mentor or quality of life? Look at the overall picture and be sure that your objective is relevant to you your long-term career objectives.
- **Timely**: Every goal needs a date or deadline. Having a time-bound goal will help keep your priorities in check and tasks on track. When setting a deadline for your goal, be realistic.

SMART objectives can be applied anywhere in your life, both professionally and personally.

PROFESSIONAL FRAMEWORK

ALL APPLICANTS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

Keep SMART in mind when writing a new PDP or updating your existing goals. And each time you complete an objective, replace it with something new that will keep driving you on to greater and greater success.

What are Good Personal Development Goals to Set?
It really depends on which areas of your personality you would like to improve. It's sometimes difficult to step outside of yourself and see what others see, so don't be embarrassed to ask friends, family and colleagues for their honest opinions.

Colleagues or peer group members are useful when planning your PDP, because they will often give you a very honest opinion, even if it is quite blunt.

Set your ego to one side and be prepared to hear what would ordinarily sound like criticism. And if you don't decide to ask other people for their opinions, try to be honest with yourself about your failings.

You're probably already some of the way towards achieving your personal goals, so start by listing the skills you already have, and this should help you to recognise the changes you need to make, in order to become the person you would like to be.

Personal Development Plan Template
A Personal Development Plan Template is an excellent starting point to fill in your goals and how you will achieve them.

Your PDP may look something like this:

Objective	Criteria	Actions	Results /Outcomes
1. Achieve a prof qual in mentoring	ILM 5 or 7 Eligibility	Research ABM ILM L5 & L7 Discuss with ABM member of existing cohort Apply to join	Complete app Deeper knowledge of what's required of a mentor
2. Another item etc			

The Personal Development Plan starts by identifying a Situation - in this case, the Objective you would like to achieve - and then instead of a Task, it breaks this general outcome down into specific Criteria that together signal you have completed the goal.

PROFESSIONAL FRAMEWORK

ALL APPLICANTS - PDP GUIDANCE NOTES

PERSONAL DEVELOPMENT PLANNING (PDP)

You can then list specific Actions you can take to work towards each Objective, and these should be concrete, real-world actions that you can clearly see when you begin and complete them.

Finally, define some Results or Outcomes for each Objective, again so that you have a measurable finish line for when you can say you have completed this aspect of your development. Make sure your Outcomes are within your control.

There are a few admin-type columns you might want to add to your PDP too, to make it easier to manage your progression along the way to each Objective:

Current Position	Skills Gap	Deadline	Priority
How near or far are you to already completing this goal?	What specific skills, quals or experience do you need to gain?	When do you want to complete this objective by?	How does this objective compare to others on your PDP?

A Personal Development Plan can be tailored to your own needs: if you prefer to set intermediate milestone deadlines for each Criteria or Action, or you want to list more Criteria to guide you step by step, that's fine.

You can add or remove columns if you think it makes your PDP more relevant to your unique needs. Some people prefer to keep their PDP to career goals, while others like to list objectives with relevance to their personal life too.

We hope that this guide may help you create a personal development plan to help you on your professional mentoring journey.

Our thanks go to our friends at glassdoor.co.uk for the use of and adaptation of this article.