

ABM CODE OF CONDUCT

The Association of Business Mentors (ABM) is a proud signatory to the [Global Code of Ethics](#) for coaches, mentors and coaching supervisors. The ABM Code of Conduct reflects our own interpretation of that code as it relates to business mentoring .

The code focuses on three core elements of business mentoring practice:

- Working with clients
- Professional conduct
- Excellent practice

The ABM Code of Conduct is at the heart of our values and core beliefs as a professional membership organisation and is the expectation of performance and behaviour for our members. The code ensures that mentors conduct their business professionally, upholding standards in the business mentoring landscape at all times.

The Code supports the work the ABM carries out when producing, delivering and assessing professional development. It also enables the ABM to deliver on its commitment to fair, transparent and objective feedback when training and developing its members. If mentees believe the Code has been breached by their ABM mentor, they can submit a [complaint to the ABM](#).



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1. Working with Clients	1.1. Contracting	1.1.1 Make this Code available to clients.
		1.1.2 Ensure clients and sponsors understand the terms and conditions (of the mentoring contract) including confidentiality.
		1.1.3 Use professional knowledge to meet clients' and where relevant sponsors' expectations.
		1.1.4 Be transparent about methods and share relevant process information.
		1.1.5 Ensure contracts are appropriate to achieve goals and promote client independence.
		1.1.6 Ensure optimal conditions for learning and reflection.
		1.1.7 Safeguard clients' interests without harming others.
	1.2 Integrity	1.2.1 Be honest about business and mentoring experience and relevant qualifications.
		1.2.2 Ensure that all communications between mentor and mentee is clear, fair and not misleading.
		1.2.3 Accurately represent the value of services and maintain adequate records of activity undertaken with clients.
		1.2.4 Avoid false claims and attribute work properly.
		1.2.4 Disclose conflicts of interest and act lawfully.

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1. Working with Clients	1.3 Confidentiality	1.3.1 Maintain strict confidentiality unless required by law.
		1.3.2 Clearly define limits of confidentiality and gain client agreement.
		1.3.3 Securely manage all data and records.
		1.3.4 Inform clients about supervision and ensure confidentiality.
	1.4 Inappropriate Interactions	1.4.1 Maintain clear boundaries and avoid romantic or sexual relationships with clients or sponsors.
	1.5 Conflict of Interests	1.5.1 Avoid exploiting clients and clearly distinguish professional relationships.
		1.5.2 Address conflicts of interest promptly and transparently.
	1.6 Ending professional relationships and on-going responsibilities	1.6.1 Respect clients' right to terminate services.
		1.6.2 Encourage termination if other professional help is needed.
		1.6.3 Prepare clients for service ending and ensure continuity plans are in place.
		1.6.4 Maintain confidentiality and avoid exploitation post-relationship.

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2. Professional Conduct	2.1 Maintaining the reputation of the profession	2.1.1 Behave in a way that enhances the profession's reputation.
		2.1.2 Respect diverse practices and ethical approaches, including technology use.
	2.2 Acting Responsibly	2.2.1 Avoid discrimination and enhance awareness of biases.
		2.2.2 Challenge and support colleagues regarding discriminatory behaviour.
		2.2.3 Engage in professional development for self-awareness and inclusivity.
	2.3 Breaches of professional conduct	2.3.1 Accept potential sanctions for code breaches.
		2.3.2 Challenge unethical behaviour and report unresolved issues.
	2.4 Legal and statutory obligations and duties	2.4.1 Have appropriate professional indemnity insurance.

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3.Excellent Practice	3.1 Ability to perform	3.1.1 Operate within professional competence and refer clients as needed.
		3.1.2 Ensure health and fitness for practice. Seek professional guidance or support if not.
	3.2 On-going supervision	3.2.1 Engage in regular supervision and reflective practice.
		3.2.2 Ensure any existing personal or professional relationship within supervision (between supervisor and supervisee) does not interfere with supervision quality.
	3.3 Continuing professional development	3.3.1 Participate in relevant training and CPD activities at the ABM.
		3.3.2 Contribute to the ABM professional community and share experiences that demonstrate the benefits of mentoring to the business community.
		3.3.3 Reflect and evaluate work quality through feedback and CPD.

Members shall ensure that they acknowledge their membership of the ABM, displaying its logo prominently on all relevant communications, whether printed, electronic or digital. This logo, and mention of the ABM, must be removed if membership ceases or if at the request of the ABM if the information doesn't reflect the individual's membership criteria. ABM members who have membership through the Help to Grow Management Course programme can also reference their ABM membership but can not use the ABM logo unless they are "Members" or "Fellows". Reference to ABM membership through Help to Grow should also be referred to as "ABM Member through the Help to Grow Management Course".