

# 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.
		1.2.5 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 are no longer permitted to use the ABM logo on any communications or materials. Instead, all members will receive an official ABM Member Badge, which should be used to acknowledge their membership and can be displayed on relevant printed, electronic, or digital communications. Participants who hold membership through the Help to Grow Management Course will also receive a dedicated ABM Help to Grow Member Badge, which may be used to represent their membership status. If membership ceases, or if requested by the ABM, members must remove the badge and any reference to ABM membership from all materials.