

Chair report

ABM 2026 AGM (15th October)

Six months into the Chair role and it's been an absolute pleasure getting to know members, my new fellow Non-Exec Directors and the staff team. I have been struck by the sheer passion and energy for this profession, a profession that is rapidly growing and having significant impact on the business community up and down the country. Supported by government, and with the business community increasingly waking up to the vital role that professional business mentors plays in driving business growth and well-being, it's a really exciting time for the ABM and its members.

There have been a number of highlights since I joined in April, including discussion and approval of the ABM's three-year strategic plan, which CEO Georgina Waite will present during the AGM and will be communicated to members and externally after the meeting.

Everything the ABM does is focused on one strategic ambition – to make professional business mentoring mainstream and accepted critical infrastructure to businesses.

Five highlights since the new Board were appointed in April.....

1. CREATING MORE OPPORTUNITIES FOR MEMBERS

We have been focused on investing in partnerships that extend the reach of our profession and opportunities for members. Our Partnerships team has been restructured to achieve this. Headed up Chief Partnerships & Commercial Officer, ABM Fellow Gary King, with new team members brought in at Senior Partnerships Manager level, and recruiting for a Senior Partnerships Officer.

A number of new Partnerships have been launched since April, including with MemCom (membership body for membership bodies), Digital Boost, and shortly Women in Business Club.

These partnerships matter because they put professional business mentoring in front of more organisations, helping them understand its impact and creating new routes for members to grow their mentoring practice.

We are thrilled to launch this month ABM's new "Find a Mentor" directory – for Members and Fellows.

This AI driven directory, put together by members for members, is the stand out directory for professional business mentors in the UK and we're excited to see the opportunities that Members and Fellow get from it.

We've also recently launched our '[Workplace Mentoring & Coaching Accreditation Programme](#)', designed to open up opportunities for ABM members to deliver high-quality mentoring and coaching programmes within organisations nationally.

2. BUILDING THE CAPACITY TO DO MORE FOR YOU

The ABM is growing because a stronger association can create greater value for its members and a more influential future for the profession.

Alongside my appointment to Chair, we welcomed two new Non-Exec Directors, bringing substantial experience and fresh perspective to help shape the ABM's next chapter. Alongside this, we have welcomed a number of new staff to the team, increasing our ability to develop opportunities, build partnerships and champion the work you do.

3. MAKING PROFESSIONAL BUSINESS MENTORING MORE VISIBLE

Awareness does not grow by itself. It grows when we consistently show the real difference mentoring makes for business growth, leadership confidence and wellbeing.

This year, we have continued to share member stories, mentee experiences and mentoring journeys to bring that impact to life. Since September 2025, ABM activity has generated 20 pieces of media coverage, including interviews and stories that help move professional business mentoring closer to the mainstream.

We are also continuing to champion the profession through the [National Business Mentoring Council](#), which the ABM co-chairs. Endorsed by Government, the Council brings together the mentoring community to improve awareness of and access to high-quality business mentoring.

4. PROTECTING THE STANDARDS THAT SET OUR MEMBERS APART

Professional standards are not a badge on the side. They are what give mentees and employers confidence in the quality of your practice.

The ABM remains an active signatory to both the Global Code of Ethics and the European Charter for Coaching and Mentoring – internationally recognised frameworks that set clear expectations for ethical, professional practice. Read our recent blog [here](#).

This is a meaningful point of difference. Your membership signals that you are part of a profession committed to quality, accountability and continuous development.

5. HELP TO GROW: MANAGEMENT COURSE

We were delighted that the Help to Grow programme was confirmed in April for another three years. Since 2022, the ABM has trained and supported more than 3,000 mentors through this flagship programme. Many of you on the programme have gone on to deliver more than 100 hours of mentoring to business leaders, and the most recent programme review recognised mentoring as its most important element.

That is an achievement worth celebrating. It reflects the expertise, commitment and care ABM mentors bring to the businesses they support.

LOOKING AHEAD

There is much more to come. At the AGM, CEO Georgina Waite will present the ABM's three-year plan. That plan has membership, training, standards and research at its heart with our strategic ambition:

***To make professional business mentoring mainstream
and accepted critical infrastructure to businesses***

With four core strategic objectives around it. To be.....

- The trusted authority for professional business mentoring
- The recognised professional home for business mentors
- A financially resilient and sustainable organisation
- An employer of choice

A huge thanks to all our members, from those who have been with us for a number of years, to those who have joined us more recently through the Help to Grow programme. Your membership does more than support your own development, it helps us build a stronger, more visible and more trusted profession for everyone.

I'd also like to take the opportunity to thank my fellow Board Directors. The last six months we've listened, asked questions, and learnt a lot, and the ambitious three year plan we are about to launch is something we are proud to have had the opportunity to steer. That wouldn't have been possible though without our predecessors and the time, energy and commitment of the ABM staff team, from the leadership of CEO Georgina Waite and Deputy CEO Ben Jacobs, to the team alongside them that has and continues to work tirelessly for the profession.

Thank you for being part of the ABM.

Mark Walley

ABM Chair

