

Our Strategy to 2029

OUR STRATEGIC AMBITION

Make Professional Business Mentoring mainstream and accepted critical infrastructure to businesses

OUR OBJECTIVES

WHAT THIS MEANS

BY SEPTEMBER 2029

01 Be the UK's trusted authority for Professional Business Mentoring

Position the Association of Business Mentors as the leading organisation that businesses, employers, partners and policymakers turn to for access of a diverse pool of high-quality, professionally accredited and trained business mentors who help organisations of all sizes achieve sustainable growth, improved performance and greater wellbeing.

02 Be the recognised professional home for business mentors

Establish the Association of Business Mentors as the first choice for business mentors seeking professional accreditation, training, development, networking and a thriving community throughout every stage of their mentoring journey.

03 Be a financially resilient and sustainable organisation

Create a diversified and sustainable income model with growth across membership, training, programmes.

04 Be an employer of choice

Support and grow the employee team to develop personally and professionally, empowering them to work as a high performing and trusted team.

SHARED OUTCOMES · OBJECTIVES 01 + 02

- ABM standards recognised in the UK as the gold standard in Professional Business Mentoring.
- Impactful evidence that demonstrates Return on Investment for businesses investing in ABM mentors.
- Diverse community of 2,000 individual members (outside of programme membership).
- A connected business community that works with ABM, is trained through ABM, holds ABM membership and actively endorses Professional Business Mentoring as the UK's most credible, trusted and effective standard for business support.
- Professional Business Mentoring at the heart of government and cross party business support policies.



2,000

individual members beyond
programme membership

Financially resilient with a sustainable income model

- Mentoring/coaching culture embedded and gold standard.
- Professional development pathway for all employees
- Competitive remuneration package