

# KERRIE DORMAN



## ABM FOUNDER & CHIEF AMBASSADOR

**"My mission is to make a positive difference in the workplace for as many people as possible through mentoring. Everyone deserves a happy, productive environment."**

### Background

Kerrie, a serial entrepreneur, was introduced to mentoring after her last successful business sale. Realising she had no support or guidance in what she was doing, Kerrie founded the Association of Business Mentors in 2011 to provide mentoring skills and training for those seeking to mentor business owners professionally. Kerrie's vision for the ABM was to provide reassurance to business owners that they are in the safe hands of a trusted and experienced ABM professional business mentor. Kerrie mentors businesses of all shapes and sizes. She also mentors within the workplace, working closely with HR departments to run mentoring programmes to support the growth and development of their employees.

### ABM Chief Ambassador

Kerrie's current role as Chief Ambassador includes spreading the word about the benefits of mentoring, it's vital part of the business landscape and its role in productivity in the workplace by

- talking,
- panel participation,
- webinars,
- podcasts,
- and workshop sessions.

### Feedback & Testimonials

'Thank you for being such a fantastic speaker at our conference 'Business Support – What Works?'. We have already received a huge amount of positive feedback about the conference, with the quality of speakers rating consistently as one of the best things about it. Your speech was interesting, informative and clearly thought provoking as demonstrated by how engaged the audience was. It was the perfect way to round off the day, leaving everyone feeling inspired.' **Amelia Armitage - Banksearch**

'With Kerrie as my business mentor, I have extensively changed my leadership approach. Kerrie has had a positive impact on my business, initially through the Growth Accelerator programme, and then as personal business mentor. Over the past 18 months, we have completely changed the structure of our management team, and achieved a real clarity around our roles and responsibilities. Kerrie has real business insight and her own commercial experience enables her to provide clear and actionable guidelines. Working with her has resulted in me becoming a much wiser more confident business owner, knowing the challenges that lie ahead, but importantly giving me the tools to tackle these in a more proactive and positive way.' **Monique Drummond, Relish Research, London**

## Guest & Speaking Features

### 2023

- Contributor to and endorser of The Financial Times Guide to Mentoring
- Mentor to Henley Business School MBA students

### 2022

- Mentor trainer to the Brunei National Mentoring Scheme. BMEN
- Introduction to Mentoring for Russian Life Coaches ICC Russia working with a translator and India MBA students in Mumbai

### 2021

- Goodman Masson Webinar series exploring the benefits of mentoring in the workplace 2020/21
- The importance of Mentoring and Sponsorship Panel facilitator for Women in Tech Conference 2021
- Guest presenter for The Diversity Network corporate learning day

### 2019

- Opening the 2019 Association of Business Mentors Conference -London
- Keynote Woman Win Win Lisbon Portugal May 2019 The importance of Business Mentoring to foster Business skills and results
- Presenter International University GLOBAL COACHING Russia –Online Conference May 2019
- 'What it takes to be an effective Mentor'

### 2018

- Presenter Coventry and Warwickshire Business November 2018
- Panellist Everywoman in Risk Forum sponsored & hosted by Deutsche Bank – Theme: Reverse Mentoring

### 2017

- Keynote at the launch of the Mentoring Initiative at The National Liberal Club Whitehall 2017
- Radio Five Live Female Entrepreneur Feature with Nicky Campbell
- Guest Speaker at Country Living Fair

### 2016

- Panelist London Business Show
- Judge and presenter London Business Awards

### 2015

- Guest Speaker Pram in the Hall at the British Library

### 2014

- Guest Speaker at Stylist Magazine Small Business Event
- Presenter at Athena Network Richmond

## Feedback

'The feedback was incredibly positive, you are a fantastic speaker and trainer and we are just really privileged to have you on board!'

**Maria Jose Amich. Women Win Win LISBON**

'I could have listened to you for another hour!' **Bev James MD The Coaching Academy**

'Kerrie is an enthusiastic and engaging speaker who brings heartfelt clarity to the rewarding role of mentoring' **Malcolm Durham**

## Clients have included



## Kerrie's Achievements

- **Winner of The Peoples Mentoring Champion** at The National Mentoring Awards 2019
- **Co-Founder of the Professional Coach Mentor Assessment Centre** with Professor David Clutterbuck and Gaby Marcon Clarke 2018
- **Founder of the Association of Business Mentors (ABM)** – the only body representing professional business mentors.
- **Fellow** of International Authority of Professional Coaches & Mentors 2017
- **Judge** South London Business and The London Business Awards – 2012-2016
- **Accredited Partner** – Strategy On A Page
- **Author** of the Entrepreneur section for the 'Ultra Academy'
- **Won and managed** the national mentoring contract on behalf of the ABM for Innovate UK
- **Voluntary mentor** to young offenders - The Reasons Why project

## Contact

For any ABM related enquiries please contact Kerrie via [kerrie@associationofbusinessmentors.org](mailto:kerrie@associationofbusinessmentors.org)



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