

Coaching Code of Conduct

All Clients have the right to expect a high standard of practice from their Coach. To ensure that this is achieved all our coaches commit to operate in accordance with the following **Code of Ethics** and **Good Practice** for ethical, competent and effective practice.

1. Our coaches recognise both their personal and professional limitations:

Personal – with respect to maintaining their own good health and fitness to practice. Should this be the case, Coaches will withdraw from their practice until such time as they are in good health and fit to resume and clients will be offered appropriate, alternative support during any such period.

Professional – with respect to whether our experience is appropriate to meet the client's requirements. When this is not the case, clients will be referred to other appropriate services, e.g. more experienced coaches, counsellors, psychotherapists or other specialist services. In particular, Coaches will be sensitive to the possibility that some clients will require more psychological support than is normally available within the coaching remit. In these cases, referral will be made to an appropriate source of care, e.g. the client's GP, a counsellor or psychotherapist, psychological support services and/or agencies.

2. All coaches are responsible for ensuring that clients are fully informed of the coaching contract, terms and conditions, prior to or at the initial session. These matters include confidentiality, sessional costs, and frequency of sessions. All claims made by the Coach will be honest, accurate and consistent with maintaining the Coaching profession's good standing.

3. Coaches will be frank and willing to respond to their Client's requests for information about the methods, techniques and ways in which the coaching process will be conducted when made prior to a contract being agreed and is being conducted when made during the contract's term.

4. Coaches will be sensitive to issues of culture, religion, gender and race.

5. Coaches will respect the Client's right to terminate coaching at any point during the coaching process.

6. Coaches will maintain appropriate records of their work with Clients, ensuring that any such records are accurate and that reasonable security precautions are taken to protect against third party disclosure. Attention should be given to the coachee's rights under any current legislation, such as the Data Protection Act.

7. Coaches will monitor the quality of their work and will seek feedback wherever possible from Clients and other professionals as appropriate.

8. Coaches will have regular consultative support (supervision) for their work.

9. Coaches will undertake a minimum of 30 hours of continuing professional development in the theory and practice of coaching on an annual basis.

10. Coaches will keep themselves informed of any statutory or legal requirements that may affect their work.

11. Coaches have current professional liability insurance.

12. Coaches will consider the impact of any dual relationships they may hold with regards to their clients and/or any sponsoring organisations.

13. Coaches will act in a manner that does not bring the profession of coaching into disrepute.



Adopted from the recommended Code of Ethics and Good Practice of the Association of Coaching

Statement of Shared Professional Values

All Clients have the right to expect a high standard of practice from their Coach. To ensure that this is achieved all our coaches commit to operate in accordance with the following **Statement of Shared Professional Values** for ethical, competent and effective practice so:

All our coaches, whether charging fees for coaching provided to individuals or organisations or both, is best served by being a member of a professional body suiting his/her needs.

All our coaches abide by a code of governing ethics and apply acknowledged standards to the performance of their coaching work.

All our coaches invest in their own on-going continuing professional development to ensure the quality of their service and their level of skill is enhanced.

All our coaches have a duty of care to ensure the good reputation of our emerging profession.

Principles by which we operate:

Principle One – Reputation

All our coaches act positively and in a manner that increases the public's understanding and acceptance of coaching...

Principle Two - Continuous Competence Enhancement

All our coaches accept the need to enhance their experience, knowledge, capability and competence on a continuous basis.

Principle Three - Client Centred

Every client is creative, resourceful and whole and the coach's role is to keep the development of that client central to his/her work, ensuring all services provided are appropriate to the client's needs.

Principle Four - Confidentiality and Standards

All our coaches have a professional responsibility (beyond the terms of the contract with the client) to apply high standards in their service provision and behaviour. He/she needs to be open and frank about methods and techniques used in the coaching process, maintain only appropriate records and to respect the confidentiality a) of the work with their clients and b) or their representative body's members information.

Principle Five - Law and Diversity

All our coaches act within the Laws of the jurisdictions within which they practice and will also acknowledge and promote diversity at all times.

Principle Six - Boundary Management

All our coaches recognise their own limitations of competence and the need to exercise boundary management. The client's right to terminate the coaching process will be respected at all times, as will the need to acknowledge different approaches to coaching which may be more effective for the client than their own. Every endeavour will be taken to ensure the avoidance of conflicts of interest.

Principle Seven - Personal Pledge

All our coaches de by the above principles that will complement the principles, codes of ethics and conduct set out by their own representative body to which they adhere and by the breach of which they would be required to undergo due process.



Adopted from the UK Coaching Bodies Agreed Statement of Shared Professional Values as recommended by the Association of Coaching