

Code of Ethics

Practitioner Code:

- Practitioners should always conduct themselves to the highest levels of ethics, integrity, accountability, and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality, and respect as free and equal individuals.
- Respect the commercial confidentiality of the coaching business by not divulging business information to any third parties.
- Maintain the good reputation of the coaching profession in general.
- Comply with both the spirit and the letter of any commercial agreements made with clients, potential clients, professional colleagues and the coaching community.
- Represent true levels of status, competence and experience in order not to mislead, misrepresent or defraud.
- Clearly state to client and potential clients the terms of any commercial agreement including the expectations of both parties. *refer to terms and conditions.
- Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.
- Obtain written permission from any client or potential client before releasing their names as referees.
- Respect the absolute right of clients' confidentiality except as expressly permitted by the client or potential client in writing, or as required by law.
- Recommend different practitioners or resources when these will be more appropriate to the client's needs.
- Avoid all conflicts of interests and give notice of such potential conflict to any mentors you may be working with. Advise the client on the risk of conflict of a relationship moves beyond coach-client situation (such as personal or business relationship).
- Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess.
- Share skills and experience with fellow members and associates of the coaching community to further increase the body of knowledge, skills and competencies of such parties.
- Respect all copyrights, agreements, work, intellectual property, and trademarks, and comply with laws covering such areas.
- Avoid coaching minors (those who have not reached the age of legal consent).
- Never speak disrespectfully of other professionals.
- Comply with all laws and bylaws of the residing country.

Client Code:

- To always attend appointments on time, whether face-to-face, online or via other forms of communication.
- To arrange for prompt payment for the planned and provided services by my coach.
- To prepare for the session.

- To be honest at all times.
- To agree to be challenged if my coach feels that I am not being truthful or am deceiving myself.
- To receive feedback from my coach without bad feeling.
- To send back all forms promptly and completed fully.
- To be willing to work on areas of my life and to seriously consider my coach's views.
- To work in full partnership with my coach.
- To be willing to look at new ways of working and to accept that sometimes I will have to complete tasks that I will not feel comfortable with.
- To step outside of my comfort zone in order to achieve my goals.