

CODE OF ETHICS

§1 Philosophy of Coaching

I as a coach adhere to a form of coaching that honors the client as the expert in his/her life and work and believes that every client is creative, resourceful and whole. Standing on this foundation, the coach's responsibility is to:

- ◆ Discover, clarify, and align with what the client wants to achieve
- ◆ Encourage client self-discovery
- ◆ Elicit client-generated solutions and strategies
- ◆ Hold the client responsible and accountable

§2 Definition of Coaching

Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance and enhance their quality of life.

In each meeting, the client chooses the focus of conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the client into action. Coaching accelerates the client's progress by providing greater focus and awareness of choice. Coaching concentrates on where clients are now and what they are willing to do to get where they want to be in the future. The coach recognizes that results are a matter of the client's intentions, choices and actions, supported by the coach's efforts and application of the coaching process.

§3 Professional Conduct With Clients

- ◆ The coach will be responsible for setting clear, appropriate and culturally sensitive boundaries that govern any physical contact that the coach may have with the clients.
- ◆ The coach will not become sexually involved with any of the clients.
- ◆ The coach will construct clear agreements with the clients and will honor all agreements made in the context of professional coaching relationships.
- ◆ The coach will ensure that at the initial session, the client understands the nature of coaching, the bounds of confidentiality, financial arrangements and other terms of the coaching agreement.
- ◆ The coach will not intentionally mislead or make false claims about what the client will receive from the coaching process or from the coach.

- ◆ The coach will not give the clients or prospective clients information or advice the coach knows or believes to be misleading.
- ◆ The coach will not knowingly exploit any aspect of the coach-client relationship for personal, professional or monetary advantage or benefit.
- ◆ If the coach believes the client would be better served by another coach, or by another resource, the coach will encourage the client to make a change.
- ◆ The coach will suggest that the clients seek the services of other professionals when deemed appropriate or necessary.

§4 Confidentiality/Privacy

- ◆ The coach will respect the confidentiality of the client's information, except as otherwise authorized by the client, or as required by law.
- ◆ The coach will obtain agreement from the clients before releasing their names as clients or references, or any other client identifying information.
- ◆ The coach will obtain agreement from the person being coached before releasing information to another person compensating for the coaching services.

§5 Conflicts of Interest

- ◆ The coach will seek to avoid conflicts of interests.
- ◆ Whenever any actual conflict of interest or the potential for a conflict of interest arises, the coach will openly disclose it and fully discuss with the client how to deal with it.
- ◆ The coach will only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship.

§6 Pledge of Ethics

As a professional coach, the coach acknowledges and agrees to honor the ethical obligations to the coaching clients and colleagues and to the public at large. The coach pledges to comply with the *Code of Ethics*, to treat people with dignity as independent and equal human beings, and to model these standards with those.