

# My Code of Ethics

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## **Definition of coaching**

“Coaching is the facilitation of learning and development with the purpose of improving performance and enhancing effective action, goal achievement and personal satisfaction. It invariably involves growth and change, whether that is in perspective, attitude or behaviour” (Bluckert, 2006)

As a coach:

1. I will conduct myself in a manner that reflects positively upon the coaching profession and I will refrain from engaging in conduct or making statements that may negatively impact the public's understanding or acceptance of coaching as a profession.
2. I will accurately identify my level of coaching competence and I will not overstate my qualifications, expertise experience as a coach.
3. I will ensure that my coaching client understands the nature of coaching, the bounds of confidentiality, financial arrangements and other terms of the coaching agreement.
4. I will not intentionally mislead or make false claims about what my client will receive from the coaching process or from me as their coach.
5. I will respect the confidentiality of my client's information, except as otherwise authorised by my client, or as required by law.
6. I will accurately create, maintain, store and dispose of any records of work done in relation to the practice of coaching in a way that promotes confidentiality and complies with any applicable laws.
7. I will obtain permission from each of my clients before releasing their names as clients or references or any other client identifying information.
8. I will be alert to noticing when my client is no longer benefiting from our coaching relationship and would be better served by another coach or by another resource and, at that time, I will encourage my client to make that change.
9. I will seek to avoid conflicts between my interests and the interests of my clients.

10. Whenever any actual conflict of interest or the potential for a conflict of interest arises, I will openly disclose it and fully discuss with my client how to deal with it in whatever way best serves my client.
11. I will not knowingly exploit any aspect of the coach-client relationship for my personal, professional or monetary advantage or benefit.
12. I will construct clear agreements or contracts with my clients that may include confidentiality, progress reports, and other particulars. I will honour all agreements or contracts made by me in the context of professional coaching relationships.
13. I will respect different approaches to coaching. I will honor the efforts and contributions of others and not misrepresent them as my own.
14. I will not give my clients or any prospective clients information or advice I know to be misleading or beyond my competence
15. I will be sensitive to issues of culture, religion, gender, sexuality, disability, race and all other aspects of diversity.
16. I will monitor the quality of my work through feedback from clients, peers and other appropriate professionals.
17. I will regularly seek consultative support from a qualified and experienced coaching supervisor.
18. I will aim to complete at least 30 hours annually of Continuing Professional Development (CPD) in the theory and practice of coaching.
19. I will make a conscious effort to stay fit and healthy in order to give the best possible service to my clients. I will at all times strive to recognise personal issues that may impair, conflict or interfere with my coaching performance or my professional relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s).