

# Code of Ethics and Good Practice

All clients should expect a high standard of practice from their coach. To ensure that this is achieved I comply with the following Code of Ethics and Good Practice.

## As a Coach I will...

- Conduct myself at all times in accordance with my professional status and endeavour to enhance public understanding and acceptance of professional coaching.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals, and work with the client's agenda in coaching sessions.
- Maintain strict confidentiality within the client/coach relationship, unless as otherwise authorised by the client or as required by law.
- Ensure that the client understands as fully as possible the nature of coaching and how the process works.
- Provide service to clients solely in those areas in which I am competent to do so and for which I carry relevant professional liability insurance.
- Accurately identify my own level of coaching competence and expertise to the client and not make false claims about what the client will receive from coaching, or promise unrealistic outcomes from the coaching process.
- Strive to recognise personal issues that may impair, conflict, or interfere with my coaching performance, and take steps to remedy the situation or, if appropriate, suspend or terminate the coaching agreement.
- Seek to avoid conflicts of interest and potential conflicts of interest and openly disclose any such conflicts. I will offer to remove myself when such a conflict arises.
- Never knowingly offer advice to a client which conflicts with, or is contrary to that given by the client's registered Medical Advisor(s).
- Disclose full details of all relevant memberships, training, experience, qualifications and appropriate avenues of complaint to clients, upon request.
- Provide and honour clear agreements or contracts with my clients and sponsor(s), explaining clearly confidentiality, session costs and frequency, terms of payment and any charges that might be imposed for non-attendance or cancelled appointments.
- In the case of corporate coaching, provide a clear agreement upon how coaching information will be exchanged among coach, client, and sponsor.
- Respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement or contract.
- Maintain, store, and dispose of any records created during my coaching business in a manner that promotes confidentiality, security, and privacy, and complies with any applicable laws and agreements, such as the Data Protection Act.
- Remain aware of the limits of my expertise, monitor the client's progress and if at any time the client is no longer benefiting from coaching and would be better served by another resource or professional service, encourage the client to make that change.
- Ensure that my workplace and all facilities offered to clients will be in every respect suitable, safe and appropriate for the service provided.
- Obtain written permission from the clients before releasing their names as clients or references.
- Attend regular supervision sessions and have regular consultative support for my work.
- Aim to undertake a minimum of 30 hours of continuing professional development in the theory and practice of coaching on an annual basis.
- Respect the intellectual property rights of others in developing my own materials and not misrepresent them or reproduce them as my own.
- Ensure that all advertisements and promotional materials, whether verbal or written, are legal, decent, truthful, honest and in compliance with the requirements of the UK Advertising Standards Authority.
- Make a copy of this Code freely available to clients if they request it.