Professional Ethics

Professional ethics are crucial to any service business. Ethics refers to an agreed upon set of moral principles or values, or rules of conduct. Professional ethics is a broad topic that includes personal conduct, professionalism, confidentiality, client referral to a therapist or consultant, and conflict of interest. CTI subscribes to the Ethical Guidelines of the International Coach Federation (ICF) and has its own Suggested Rules of Correct and Honorable Conduct as well. In addition to reviewing these two documents, which follow below, it’s also important for you to take the time to develop ethical guidelines for your own coaching practice.

International Coach Federation (ICF) Code of Ethics

The following ICF Code of Ethics are taken directly from the ICF web site at www.coachfederation.org. CTI highly recommends that all coaches become members of the ICF. Go to their web site for more information and for updates to these guidelines.

Part One: Definition of Coaching

Section 1: Definitions

- Coaching: Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- A professional coaching relationship: A professional coaching relationship exists when coaching includes a business agreement or contract that defines the responsibilities of each party.
- An ICF Professional Coach: An ICF Professional Coach also agrees to practice the ICF Professional Core Competencies and pledges accountability to the ICF Code of Ethics.

In order to clarify roles in the coaching relationship, it is often necessary to distinguish between the client and the sponsor. In most cases, the client and sponsor are the same person and therefore jointly referred to as the client. For purposes of identification, however, the International Coach Federation defines these roles as follows:

- Client: The “client” is the person(s) being coached.
- Sponsor: The “sponsor” is the entity (including its representatives) paying for and/or arranging for coaching services to be provided.

In all cases, coaching engagement contracts or agreements should clearly establish the rights, roles, and responsibilities for both the client and sponsor if they are not the same persons.

Part Two: The ICF Standards of Ethical Conduct

ICF is committed to maintaining and promoting excellence in coaching. Therefore, ICF expects all members and credentialed coaches (coaches, coach mentors, coaching supervisors, coach trainers or students), to adhere to the elements and principles of ethical conduct: to be competent and integrate ICF Core Competencies effectively in their work.

In line with the ICF core values and ICF definition of coaching, the Code of Ethics is designed to provide appropriate guidelines, accountability and enforceable standards of conduct for all ICF Members and ICF Credential-holders, who commit to abiding by the following ICF Code of Ethics:
Part One: Definitions

- **Coaching**: Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **ICF Coach**: An ICF coach agrees to practice the ICF Core Competencies and pledges accountability to the ICF Code of Ethics.
- **Professional Coaching Relationship**: A professional coaching relationship exists when coaching includes an agreement (including contracts) that defines the responsibilities of each party.
- **Roles in the Coaching Relationship**: In order to clarify roles in the coaching relationship it is often necessary to distinguish between the client and the sponsor. In most cases, the client and sponsor are the same person and are therefore jointly referred to as the client. For purposes of identification, however, the ICF defines these roles as follows:
  - **Client**: The “Client/Coachee” is the person(s) being coached.
  - **Sponsor**: The “sponsor” is the entity (including its representatives) paying for and/or arranging for coaching services to be provided. In all cases, coaching engagement agreements should clearly establish the rights, roles and responsibilities for both the client and sponsor if the client and sponsor are different people.
  - **Student**: The “student” is someone enrolled in a coach training program or working with a coaching supervisor or coach mentor in order to learn the coaching process or enhance and develop their coaching skills.
  - **Conflict of Interest**: A situation in which a coach has a private or personal interest sufficient to appear to influence the objective of his or her official duties as a coach and a professional.

Part Two: The ICF Standards of Ethical Conduct

**Section 1: Professional Conduct at Large**

As a coach, I:

1) Conduct myself in accordance with the ICF Code of Ethics in all interactions, including coach training, coach mentoring and coach supervisory activities.
2) Commit to take the appropriate action with the coach, trainer, or coach mentor and/or will contact ICF to address any ethics violation or possible breach as soon as I become aware, whether it involves me or others.
3) Communicate and create awareness in others, including organizations, employees, sponsors, coaches and others, who might need to be informed of the responsibilities established by this Code.
4) Refrain from unlawful discrimination in occupational activities, including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
5) Make verbal and written statements that are true and accurate about what I offer as a coach, the coaching profession or ICF.
6) Accurately identify my coaching qualifications, expertise, experience, training, certifications and ICF Credentials.
7) Recognize and honor the efforts and contributions of others and only claim ownership of my own material. I understand that violating this standard may leave me subject to legal remedy by a third party.
8) Strive at all times to recognize my personal issues that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will promptly seek the relevant professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s) whenever the facts and circumstances necessitate.
9) Recognize that the Code of Ethics applies to my relationship with coaching clients, coachees, students, mentees and supervisees.
10) Conduct and report research with competence, honesty and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.

11) Maintain, store and dispose of any records, including electronic files and communications, created during my coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.

12) Use ICF Member contact information (email addresses, telephone numbers, and so on) only in the manner and to the extent authorized by the ICF.

Section 2: Conflicts of Interest
As a coach, I:

13) Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict and offer to remove myself when a conflict arises.

14) Clarify roles for internal coaches, set boundaries and review with stakeholders conflicts of interest that may emerge between coaching and other role functions.

15) Disclose to my client and the sponsor(s) all anticipated compensation from third parties that I may receive for referrals of clients or pay to receive clients.

16) Honor an equitable coach/client relationship, regardless of the form of compensation.

Section 3: Professional Conduct with Clients
As a coach, I:

17) Ethically speak what I know to be true to clients, prospective clients or sponsors about the potential value of the coaching process or of me as a coach.

18) Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.

19) Have a clear coaching service agreement with my clients and sponsor(s) before beginning the coaching relationship and honor this agreement. The agreement shall include the roles, responsibilities and rights of all parties involved.

20) Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise, I may have with my clients or sponsor(s).

21) Avoid any sexual or romantic relationship with current clients or sponsor(s) or students, mentees or supervisees. Further, I will be alert to the possibility of any potential sexual intimacy among the parties including my support staff and/or assistants and will take the appropriate action to address the issue or cancel the engagement in order to provide a safe environment overall.

22) Respect the client’s right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement. I shall remain alert to indications that there is a shift in the value received from the coaching relationship.

23) Encourage the client or sponsor to make a change if I believe the client or sponsor would be better served by another coach or by another resource and suggest my client seek the services of other professionals when deemed necessary or appropriate.
**Section 4: Confidentiality/Privacy**

As a coach, I:

24) Maintain the strictest levels of confidentiality with all client and sponsor information unless release is required by law.

25) Have a clear agreement about how coaching information will be exchanged among coach, client and sponsor.

26) Have a clear agreement when acting as a coach, coach mentor, coaching supervisor or trainer, with both client and sponsor, student, mentee, or supervisee about the conditions under which confidentiality may not be maintained (e.g., illegal activity, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc) and make sure both client and sponsor, student, mentee, or supervisee voluntarily and knowingly agree in writing to that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I may need to inform appropriate authorities.

27) Require all those who work with me in support of my clients to adhere to the ICF Code of Ethics, Number 26, Section 4, Confidentiality and Privacy Standards, and any other sections of the Code of Ethics that might be applicable.

**Section 5: Continuing Development**

As a coach, I:

28) Commit to the need for continued and ongoing development of my professional skills.

**Part Three: The ICF Pledge of Ethics**

As an ICF coach, I acknowledge and agree to honor my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the ICF Code of Ethics and to practice these standards with those whom I coach, teach, mentor or supervise. If I breach this Pledge of Ethics or any part of the ICF Code of Ethics, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICF for any breach may include sanctions, such as loss of my ICF Membership and/or my ICF Credentials.

Adopted by the ICF Global Board of Directors June 2015.
CTI Suggested Rules of Correct and Honorable Conduct
We subscribe to the Ethical Guidelines of the International Coach Federation.

In addition, we adhere to the following guidelines:

1. We hold the content of the relationship with our clients as confidential. Even the names of our clients are confidential unless the client gives permission to mention or use his/her name.

2. As professional coaches we do not break the law for our clients. We do not act as accomplices to our client’s illegal activity.

3. As professional coaches we do not enter into financial agreements with our clients based on results of the client; i.e., the client will give you a 10% bonus based on the sales bonus they receive from their corporation. To take such an action is the clients’ option but the coach does not count on it.

4. When we enter into agreements with corporations, we hold the individuals as our clients, and respect their right to confidentiality.

5. We do not work with clients who we cannot champion and see their growing edge.

6. We manage our own Saboteurs in such a way that it does not deter the client’s progress and enables us to hold the client’s agenda, rather than the coach’s agenda.

7. We treat our colleagues, competitors and the coaching profession with honor and respect.

8. We agree to hold the client’s (A)genda and (a)genda so as to point the client to Fulfillment, Balance, and Process as well as Forwarding the Action and Deepening the Learning.

9. We align with the belief that clients are naturally creative, resourceful and whole, capable of finding their own answers.

The Coach/Client Agreement
It’s important to educate your client about what coaching is and isn’t in the very beginning of the relationship. Include information in your initial coaching session and in your coach/client agreement both to ensure that your client understands what kind of relationship they are agreeing to and to protect yourself in the event that any questions come up later on in the coaching relationship. Following are sample paragraphs that you could include in your coach/client agreement to help clarify that the client is entering a coaching relationship and that it is not therapy:

- I understand that Co-Active® Coaching is a comprehensive process that may involve all areas of my life, including work, finances, health, relationships, education and recreation. I acknowledge that deciding how to handle these issues and implement my choices is exclusively my responsibility.

- I understand that Co-Active® Coaching does not treat mental disorders as defined by the American Psychiatric Association. I understand that Co-Active® Coaching is not a substitute for counseling, psychotherapy, psychoanalysis, mental health care or substance abuse treatment and I will not use it in place of any form of therapy.

- I promise that if I am currently in therapy or otherwise under the care of a mental health professional, that I have consulted with this person regarding the advisability of working with a Co-Active® Coach and that this person is aware of my decision to proceed with the Co-Active® Coaching relationship.

- I understand that feelings are a normal and healthy part of being human and that through a Co-Active® Coaching relationship, awareness and curiosity will be brought to my feelings so that I can make more informed choices and move into my desired action. I understand that coaching does not deal with the psychological antecedent to emotions — that is the realm of therapy.