

Code of Ethics -

As a coach I will:

- a. Not willfully or knowingly make any public statement that is untrue or misleading about what I offer as a coach or make false claims in any written documents relating to the coaching profession.
- b. Accurately identify my coaching qualifications, expertise, experience, certifications and will not misrepresent or recognize the efforts and contributions of others as my own.
- c. Strive at all times to recognize personal issues that may impair, conflict or interfere with my coaching performance or my professional coaching 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). I do.
- d. 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. I do.
- e. 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. I do.
- f. Disclose to my client all anticipated compensation from third parties that I may pay or receive for referrals of that client. I do.
- g. Only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship. I do.
- h. Have clear agreements or contracts with my clients I will honor all agreements or contracts made in the context of professional coaching relationships; not knowingly take any personal, professional or monetary advantage or benefit of the coach-client relationship, except by a form of compensation as agreed in the agreement or contract; and not knowingly mislead or make false claims about what my client or sponsor will receive from the coaching process or from me as the coach. I do.
- i. Not give my prospective clients information or advice I know or believe to be misleading or false. I do.
- j. Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement or contract. I do.

- k. Be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact I may have with my clients. I do.
- l. 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. I will be alert to indications that the client is no longer benefiting from our coaching relationship. I do.
- m. Encourage the client to make a change if I believe the client would be better served by another coach or by another resource.
- n. Suggest my client seek the services of other professionals when deemed necessary or appropriate. I do.
- o. Maintain the strictest levels of confidentiality with all client and sponsor information. I will have a clear agreement or contract before releasing information to another person, unless required by law. I do
- p. Have a clear agreement upon how coaching information will be exchanged among coach and client. I do.

When acting as a trainer of student coaches, I will clarify confidentiality policies with the students. I do.