



Code of Ethics and Standards

Coaching and NLP Services

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Coaching and NLP Services

Definitions of Terminology

“the client”	An individual entering into a coaching relationship with the coach
“the coach”	Provider of coaching services to the client
“coaching relationship”	The professional and two-way relationship between the coach and the client
“sponsor”	A person or organisation procuring and/or paying for coaching services on behalf of an employee or an individual they have a relationship with
“coaching services”	Include life and executive coaching services that help the client identify and achieve personal or business goals. They also include Neuro-Linguistic Programming, Qi Gong, Oracle Cards, Symbolic Modelling, Acupuncture, Acupressure and Massage.

Areas covered by this code:

1. Scope and purpose of the code
2. Responsibilities of the coach
3. Client care
4. Responsibilities of the client
5. Commercial and contractual agreements
6. Boundaries of the coaching relationship
7. Conflict of interest
8. Termination of the coaching relationship
9. Confidentiality
10. Management of information
11. Client references
12. Competence and expertise of the coach
13. Professional development of the coach
14. Professional relationships
15. Breaches of the code

1. Scope and purpose of code

- (1) The code covers the professional relationship between the coach and the client (and if applicable the sponsor).
 - (a) It is limited to the provision of coaching services.
 - (b) It excludes the provision of coaching services to young people (under age of 18).
- (2) The code defines the nature and boundaries of the relationship between coach and client (and/or sponsor) and the role and responsibilities of each party within that relationship.
- (3) The code provides a framework to hold the coach accountable to the standards of good professional coaching practice.
- (4) The code is supplementary to the following codes:
 - (a) ICF – International Coach Federation, code of ethics,
 - (b) IIC&M – International Institute of Coaching and Mentoring, statement of standards and ethics,
 - (c) ANLP – Association for Neuro-Linguistic Programming, code of ethics,
 - (d) AC – Association for Coaching, ethical code,
 - (e) Noble Manhattan Coaching, code of conduct.

2. Responsibilities of the coach

- (1) The coach gives the client their full attention and focus during the coaching relationship.
- (2) The coach will help the client to
 - (a) determine and define clear goals and outcomes in line with the client's identity and values,
 - (b) gain clarity on where the client is now,
 - (c) unlock potential choices for moving towards their goal,
 - (d) identify, challenge and help clear any internal obstacles and limiting beliefs that may sabotage the client's goal achievement.
- (3) The coach honours and respects the client's individuality, i.e. the coach
 - (a) places no judgment on the client including their values, beliefs, personal boundaries, goals, ambitions, potential, culture, language and background;
 - (b) ensures that their own prejudices, values and beliefs do not intrude on the coaching process and negatively influence the client.

- (4) The coach will attend agreed sessions on time and be fully prepared for the coaching session.
- (5) The coach will act with honesty and integrity in all interactions with the client, the sponsor and other professionals.
- (6) The coach ensures that all legal obligations arising from offering and delivering coaching services are satisfied:
 - (a) Professional indemnity insurance¹,
 - (b) Data Protection Act 1998 notification².

3. Client care

- (1) The coach will
 - (a) at all times put the client's interests first and not exploit the coaching relationship in any way;
 - (b) seek to uphold the coaching relationship only as long as it is beneficial for the client;
 - (c) provide constructive feedback at the invitation of the client.

4. Responsibilities of the client

- (1) The client is responsible for
 - (a) ensuring they understand and honour the commercial and contractual agreements of the coaching relationship;
 - (b) choosing the focus of the coaching session and carrying out any actions they committed to during the session;
 - (c) raising any dissatisfaction with the coaching relationship or coaching process with the coach immediately and providing feedback where applicable;
 - (d) ensuring payment for agreed coaching services is made according to the commercial contract;
 - (e) the coach is informed if the client is unable to attend an already scheduled coaching session at least 48 hours in advance;
 - (f) notifying the coach of any changes to personal data including name, contact and payment details.

¹ Professional Indemnity Insurance for £5Mio is provided by Towergate Insurance. Policy is available on request.

² See 10. Management Information for further details

5. Commercial and contractual agreements

- (1) The coach will ensure that the client fully understands the coaching contract and any commercial terms and conditions before the start of the first coaching session.
- (2) Any commercial and contractual agreements (including fees, payment, time, frequency and location of coaching sessions and service scope) with regard to the coaching relationship are agreed with the client and provided in writing.

6. Boundaries of the coaching relationship

- (1) Where applicable, the coach will set clear boundaries for the coaching relationship which can include physical contact, frequency of contact, time and location of coaching sessions.
- (2) The coach will not become sexually involved with their clients.
- (3) The coach will not provide services that involve hypnosis, medical or financial advice, and counselling; if applicable, the coach may instead suggest that the client seeks advice of other professionals.
- (4) The coach will at all times act within the boundaries of applicable UK and European laws and regulations.

7. Conflict of interest

- (1) The coach undertakes to at all times put the client's interests first. Where the client differs from the sponsor, the sponsor's interests are secondary to those of the client.
- (2) The coach will discuss any identified potential and actual conflicts of interest with the client immediately.
- (3) The coach reserves the right to refrain from entering into a coaching relationship or terminate an existing coaching relationship if a conflict of interest cannot be resolved.

8. Termination of the coaching relationship

- (1) The client has the right to terminate the coaching relationship at any stage, if the client does not derive perceived benefit from the relationship.
- (2) Fees paid for coaching sessions, that have not taken place, will be fully refunded to the client, when cancelled with at least 48 hours' notice.

- (3) The coach may terminate the relationship if an irresolvable conflict of interest arises, they feel that the client is better served by another professional or the relationship does not serve the client's best interests any longer.
 - (a) The client will be given advance notice of any termination by the coach.
 - (b) The coach will clarify and discuss their reasons for the termination with the client.

9. Confidentiality

- (1) The coach undertakes to maintain strict confidentiality of the content of the coaching sessions with the client and the existence of the coaching relationship, unless written permission has been given by the client for the disclosure of specified elements of the coaching relationship, content or outcomes of the coaching sessions.
- (2) The coach will release information about the client in the following cases:
 - (a) the coach has reason to believe that the client is involved or is planning a serious criminal or illegal act;
 - (b) the client or others may be in serious danger if the information is not disclosed.
- (3) The coach will not invite clients to connect on social or professional networking sites to maintain client confidentiality. However, the coach will be happy to connect to any connection request originating from the client on linkedin, facebook and/or twitter.
- (4) The coach reserves the right to use anonymised content from coaching sessions as teaching stories, case studies and input for professional development.

10. Management of Information

- (1) The coach is registered with the Information Commissioner's office³ and undertakes to comply with the UK Data Protection Act 1998. This includes:
 - (a) storing and processing client personal details such as name, contact and payment details securely;
 - (b) collecting client data that is relevant for the purposes registered under the Data Protection Act 1998;
 - (c) not sharing client personal data with other professionals or other organisations without prior written consent of the client;
 - (d) having processes in place to keep client data accurate and up to date.

³ The coach's registration can found under <http://www.ico.gov.uk/ESDWebPages/search.asp>, registration number: Z2076126

- (2) Client invoice and payment details will be kept for six years for tax purposes; any other client information can be removed on request throughout that period.
- (3) Client specific notes from coaching sessions are kept in hard copy only;
 - (a) they will be securely stored throughout the coaching relationship and safely destroyed once the coaching relationship has ended.
 - (b) the client has the right to request that coaching session notes are safely destroyed after the coaching relationship ends.
- (4) The coach reserves the right to record general notes on coaching sessions as required by the regulating coaching bodies, IIC, IFC, ANLP and AC, for accreditation purposes.

11. Client references

- (1) The coach will only publish client feedback and reference statements on marketing materials and the company website with prior written client consent.
- (2) Clients have a choice of the following for published written references:
 - (a) LinkedIn, Xing or Plaxo,

On the coaches' website and brochures:

- (b) Anonymous
 - (c) First name or full name, location,
 - (d) First name or full name, job title or rank,
 - (e) First name or full name, job title or rank, organisation
 - (f) Job title or rank, organisation, location.
- (3) Clients also have the option of providing podcast or video clip references for publication on the coach's website.

12. Competence and expertise of the coach

- (1) The coach will only work with clients in areas the coach is qualified, competent and capable to work in. If a client requires services outside the coach's expertise, the reserves to right to suggest the services of another, and more suitable professional.
- (2) The coach will at all times correctly represent their qualifications and competencies to their clients, sponsors and other professionals.

13. Professional development of the coach

- (1) The coach will undertake regular and continuous professional development to ensure they continuously improve their performance and expertise as a coach.
- (2) The coach will form an active part of the wider coaching community to learn from peers and mentors and continuously review and improve the quality of their coaching.

14. Professional relationships

- (1) The coach will maintain and create relationships with fellow coaches and the wider coaching community as well as professionals from complimentary professions.
- (2) If any professional partnerships or affiliations could pose a potential conflict of interest, the coach will declare these to the client.
- (3) Any recommendations of another professional to the client are only made at expressed request and permission by the client.
- (4) The coach accepts no liability for another professional's conduct.

15. Breaches of the code

- (1) The client or the sponsor of coaching services,
 - (a) should raise any potential or perceived breaches of the code with the coach in the first instance so that the matter can be investigated and resolved.
 - (b) is entitled to contact Noble Manhattan or any professional coaching regulatory body, the coach is registered with, to investigate or address any perceived breaches of this code.