

## **Coach Charter on Ethical Practice**

This Coach Charter is designed for internal coaches to understand and acknowledge ethical practices that are helpful when coaching clients.

It is intended to be a user- friendly document that can be discussed and shared with your clients and their sponsors before commencing with coaching arrangements, so that all parties are aware of and agree to the professional and ethical terms of engaging in coaching activities within your organisation.

### **The Charter**

#### **In my professional conduct as a coach...**

- I will recognise that the Global Code of Ethics – “the Code” (2021) will always apply to my relationship with my coaching clients and I will conduct myself in accordance with the Code in all interactions, including coaching my clients, attendance at CPD events supervisory activities.
- I am committed to taking the appropriate action with my client and with permission from my client, I will contact my Coaching Lead to address any potential ethical dilemmas, violations or possible breaches of contract, as soon as I become aware, whether it involves me or others in our coaching service.
- I will ensure, where appropriate, that I will communicate and create awareness in others, including the organisation, employees, sponsors and other coaches who might need to be informed of the responsibilities established by this Code.
- I will always endeavour to retain my ethical sensitivity to ensure I refrain from any unconscious bias that may cause potential harm to others or unlawful discrimination, including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
- I will endeavour to make verbal and written statements that are true and accurate about what I offer as a coach – this will include my coaching qualifications, expertise, experience, training and certifications.
- I will strive to recognise any possible issues I may have, that could impair, conflict with or interfere with my coaching performance or my professional coaching relationships. If this occurs, 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.
- As a coach, and in line with the latest GDPR legislation, I will maintain, store and dispose of any records, including electronic files, created during my coaching engagements in a manner that promotes confidentiality, security, and privacy and complies with the UK Data Protection Act (2018)

#### **Where potential conflicts of interest may occur as a coach...**

- I will seek to be conscious of any conflict or potential conflict of interest and openly disclose any such conflict and offer to remove myself if and when a conflict arises.
- I will endeavour to clarify roles and set boundaries with my client’s sponsors/stakeholders where a potential conflict of interest may emerge between the coaching I undertake and other roles or functions I perform.

### **When performing my duties as a coach with my clients, I will ensure that as part of my professional conduct that...**

- I speak about 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.
- I 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, our coaching process and arrangements within the organisation and any other terms outlined in the coaching agreement.
- I have a coaching agreement with my clients and sponsor(s) before beginning the coaching relationship and honour this agreement. The agreement shall include the roles, responsibilities, and rights of all parties involved.
- I hold the responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that may govern the interactions, physical or otherwise with my clients.
- I avoid any sexual or romantic relationship with my clients or sponsor(s) and if a situation arises then I will be alert them to the possibility of any potential sexual intimacy among the parties and will take the appropriate action to address the issue or cancel the engagement in order to provide a safe environment overall.
- I respect my client's right to terminate the coaching relationship at any point during the process, subject to the provisions of our agreement and processes.
- I encourage my client or sponsor to make a change if I believe the client or sponsor would be better served by another internal coach or by another resource and suggest my client seek the services of other professionals when deemed necessary or appropriate.

### **When ensuring confidentiality and privacy with my clients, as a coach...**

- I will maintain the strictest levels of confidentiality with all my client and sponsor information, unless for reasons referred to in our coaching agreement or by UK law, as I may be required to release these for the purposes of protecting the client, others, the organisation or myself.
- I will ensure that there is a clear agreement and understanding about how coaching information will be exchanged among coach, client and sponsor.
- I will have a clear agreement when acting as a coach 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 knowingly agree in writing to that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I will inform in confidence the appropriate personnel within the organisation about my concerns for the necessary review/action to be taken.
- I require all those who work with me in support of my clients to adhere to the Global Code of Ethics (2021) and any other coaching processes that may affect my ethical code of conduct.

### **In the interests of my continuing professional development as a coach...**

- I commit to attending CPD events and supervision activities that will enhance my continued and ongoing development of my professional coaching skills.
- I will endeavour to seek external coaching networks and CPD events that will expand my personal and professional knowledge and learning.
- I will continue to utilise resources available to me on the organisation or external digital learning platforms and other resources and materials from other sources – such as the internet, YouTube, TED Talks or reading books and articles that advance my knowledge, learning, techniques and professional competence as a coaching practitioner.

<b>Acknowledged and agreed by:</b>	<b>Acknowledged and agreed by:</b>
<b>Name:</b>	<b>Name:</b>
<b>The Coach:</b>	<b>The Client:</b>
<b>Dated:</b>	<b>Dated:</b>

<b>As and where appropriate:</b>
<b>Acknowledged and agreed by:</b>
<b>Name:</b>
<b>The Sponsor:</b>
<b>Dated:</b>