



*Koru is a Maori word for an unfurling fern leaf symbolising new beginnings, growth, development and harmony*

## **Code of Ethics**

Ethical responsibilities are core to our approach to coaching, as such; we pledge our full commitment to ethical practice.

### **Professional Conduct at Large**

1. We will apply ourselves in all our dealings with the highest integrity and confidentiality throughout.
2. We will treat the coaching relationship with the highest respect and integrity and will not use the relationship to further our interests in any way without total transparency and specific agreement with the client.
3. We will at all times strive to recognise personal issues that may impair, conflict or interfere with our coaching performance or our professional relationships. Whenever the facts and circumstances necessitate, we will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate our coaching relationship(s).
4. We will accurately create, maintain, store and dispose of any records of work done in relation to the practice of coaching in a way that promotes confidentiality and complies with any applicable laws.
5. We will continually pursue our development as a professional coach by making a commitment to our own personal growth and exploration and participating in a minimum of 5 days of coaching related classes, workshops, seminars, conferences or conventions per year.

### **Professional Conduct with Clients**

6. We will construct clear agreements with our clients, and will honour all agreements made in the context of professional coaching relationships.
7. We will ensure that, prior to or at the initial session, our coaching client understands the nature of coaching, the bounds of confidentiality, financial arrangements and other terms of the coaching agreement.

8. We will accurately identify our qualifications, expertise and experience as a coach. We will only accept work that we believe we are competent to perform.
9. We will not intentionally mislead or make false claims about what our client will receive from the coaching process or from us as their coach.
10. We will not give our clients or prospective clients' information or advice I know or believe to be misleading.
11. We will ensure that our behaviour is at all times appropriate and can in no way be described as harassment in any form.
12. We will not knowingly exploit any aspect of the coach-client relationship for our personal, professional or monetary advantage or benefit.
13. We will respect the client's right to terminate coaching at any point during the process. We will be alert to indications that the client is no longer benefiting from our coaching relationship.
14. If we believe the client would be better served by another coach, or by another resource, we will encourage the client to make a change.
15. We will suggest that our clients seek the services of other professionals when deemed appropriate or necessary.

### **Confidentiality/Privacy**

16. We will respect the confidentiality of our client's information, except as otherwise authorised by our client, or as required by law.
17. We will obtain agreement from our clients before releasing their names as clients or references, or any other client identifying information.

### **Conflicts of Interest**

18. We will seek to avoid conflicts between our interests and the interests of our clients.
19. Whenever any actual conflict of interest or the potential for a conflict of interest arises, we will openly disclose it and fully discuss with our client how to deal with it in whatever way best serves our client.

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Signed

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Date