

Coaching Rules of Conduct

SCOPE OF COACHING

- Ensure the client has a clear understanding of the difference between life coaching and therapy and life coaching and consulting.
- Clearly explain the limitations of coaching in relation to psychological conditions: life coaches are not trained, qualified or able to diagnose or treat any form of mental illness or disorder.
- Establish a professional coaching relationship by clearly communicating the role of both the coach and the client.

COACHING AGREEMENT

- Sign a coaching service agreement with all clients prior to beginning the coaching relationship. Include the roles, rights, responsibilities and expectations for both parties. Honor this agreement.
- Respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement.
- Refrain from coaching minors (people who have not yet had their 18th birthday) without the express written consent of parent, guardian or teacher as appropriate.

INTEGRITY

- Accurately and honestly identify your coaching and career qualifications, experience, expertise, training, or certifications.
- Recognize and disclose any material used in your coaching practice that you cannot claim ownership of. Violating this standard may leave you subject to legal remedy by a third party.
- Honor an equitable coach/client relationship, regardless of the form or amount of compensation.
- Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.

CONFLICT OF INTEREST

- Seek to be conscious of any conflict or potential conflict of interest and openly disclose any such conflict and offer to remove myself when a conflict arises.
- Strive at all times to recognize personal issues that may impair, conflict with or interfere with your coaching performance or your professional coaching relationships. Promptly seek the relevant professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate your coaching relationship(s) whenever the facts and circumstances necessitate.

CONFIDENTIALITY

- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.

- Maintain, store and dispose of any records, including electronic files and communications, created during your coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.
- Obtain written permission from any client or potential client before releasing their names in references or testimonials.
- Disclose, upfront, that as a professional coach you are required to report to the authorities should your client disclose or display intent to harm themselves or others.