



We pledge to conduct ourselves according to the following codes of ethics.

As a consultant:

We will serve our clients with integrity, competence, independence, objectivity, and professionalism.

We will mutually establish with our clients realistic expectations of the benefits and results of our services.

We will only accept assignments for which we possess the requisite experience and competence to perform and will only assign staff or engage colleagues with the knowledge and expertise needed to serve our clients effectively.

Before accepting any engagement, we will ensure that we have worked with our clients to establish a mutual understanding of the objectives, scope, work plan, and fee arrangements.

We will treat appropriately all confidential client information that is not public knowledge, take reasonable steps to prevent it from access by unauthorized people, and will not take advantage of proprietary or privileged information, either for use by ourselves, the client's firm, or another client, without the client's permission.

We will avoid conflicts of interest or the appearance of such and will immediately disclose to the client circumstances or interests that we believe may influence our judgment or objectivity.

We will offer to withdraw from a consulting assignment when we believe our objectivity or integrity may be impaired.

We will refrain from inviting an employee of an active or inactive client to consider alternative employment without prior discussion with the client.

We will agree in advance with a client on the basis for fees and expenses and will charge fees that are reasonable and commensurate with the services delivered and the responsibility accepted.

We will not accept commissions, remuneration, or other benefits from a third party in connection with the recommendations to a client without that client's prior knowledge and consent, and we will disclose in advance any financial interests in goods or services that form part of such recommendations.

If within the scope of our engagement, we will report to appropriate authorities within or external to the client organization any occurrences of malfeasance, dangerous behavior, or illegal activities.

We will respect the rights of consulting colleagues and consulting firms and will not use their proprietary information or methodologies without permission.

We will represent the profession with integrity and professionalism in our relations with our clients, colleagues, and the general public.

We will not advertise our services in a deceptive manner nor misrepresent or denigrate individual consulting practitioners, consulting firms, or the consulting profession.

If we perceive a violation of the Code, we will report it to the Institute of Management Consultants USA and will promote adherence to the Code by other member consultants working on my behalf.



We pledge to conduct ourselves according to the following codes of ethics.

As a coach:

We will conduct ourselves in a manner that reflects positively upon the coaching profession and we will refrain from engaging in conduct or making statements that may negatively impact the public's understanding or acceptance of coaching as a profession.

We will not knowingly make any public statements that are untrue or misleading, or make false claims in any written documents relating to the coaching profession.

We will respect different approaches to coaching. We will honor the efforts and contributions of others and not misrepresent them as our own.

We will be aware of any issues that may potentially lead to the misuse of our influence by recognizing the nature of coaching and the way in which it may affect the lives of others.

We will at all times strive to recognize 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).

As a trainer or supervisor of current and potential coaches, we will conduct ourselves in accordance with the ICF Code of Ethics in all training and supervisory situations.

We will conduct and report research with competence, honesty and within recognized scientific standards. Our research will be carried out with the necessary approval or consent from those involved, and with an approach that will reasonably protect participants from any potential harm. All research efforts will be performed in a manner that complies with the laws of the country in which the research is conducted.

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.

We will use ICF¹ member contact information (email addresses, telephone numbers, etc.) only in the manner and to the extent authorized by the ICF.

We will be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact that we may have with our clients.

We will not become sexually involved with any of our clients.

We will construct clear agreements with our clients, and will honor all agreements made in the context of professional coaching relationships.

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.

¹ International Coach Federation

We will accurately identify our qualifications, expertise and experience as a coach.

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.

We will not give our clients or prospective clients information or advice we know or believe to be misleading.

We will not knowingly exploit any aspect of the coach-client relationship for our personal, professional or monetary advantage or benefit.

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.

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.

We will suggest that our clients seek the services of other professionals when deemed appropriate or necessary.

We will take all reasonable steps to notify the appropriate authorities in the event a client discloses an intention to endanger self or others.

We will respect the confidentiality of our client's information, except as otherwise authorized by our client, or as required by law.

We will obtain agreement from our clients before releasing their names as clients or references, or any other client identifying information.

We will obtain agreement from the person being coached before releasing information to another person compensating us.

We will seek to avoid conflicts between our interests and the interests of our clients.

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.

We will disclose to our client all anticipated compensation from third parties that we may receive for referrals of that client.

We will only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship.