





Overview

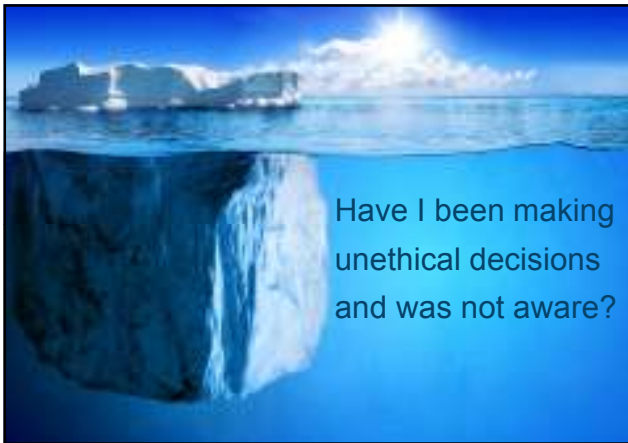
- What's going on in the coaching industry ethically
- ICF Code of Ethics recent changes related to Coach Training Organizations
- What we need to be teaching our students around ethics
- Organizations and faculty thinking about their own ethical practices
- How is your organization supporting ethical behavior in students and faculty
- Ethical conduct review for students and faculty
- Organizational review processes and policies
- Tips for Students, Faculty & Organizations to Stay Out of Ethical Hot Water
- Ethical Dilemma

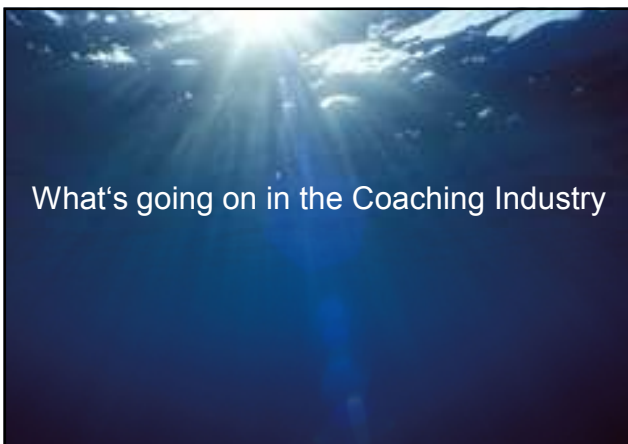












Changes to ICF Ethics Code & Why

What are you teaching your students around ethics?

Organizational & faculty thinking about their own ethical practices

The 2009/2015 Revised ICF Code

I. The Definition of Coaching has been more clearly defined:

From 2003 ICF Code:

Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, clients deepen their learning, improve their performance, and enhance their quality of life.

2009/2015 ICF Code:

Coaching: Coaching is partnering with clients in a thought-provoking and creative process that

inspires them to maximize their personal and professional potential.

• **A professional coaching relationship:** A professional coaching relationship exists when coaching includes a business agreement or ~~(including~~ contract) that defines the responsibilities of each party.

• **An ICF Professional Coach:** An ICF Professional Coach also agrees to practice the ICF Professional Core Competencies and pledges accountability to the ICF Code of Ethics.

The 2009/2015 Revised ICF Code

Part One: Definitions continued

- Client/ **Coachee** is person being coached.
- Sponsor is the paying entity or arranging entity of the coaching partnership. Establish the right roles, and responsibility of the coaching relationship via agreement or contract.
- **Student:** The "student" is someone enrolled in a coach training program or working with a coaching supervisor or coach mentor in order to learn the coaching process or enhance and develop their coaching skills.
- **Conflict of Interest:** A situation in which a coach has a private or personal interest sufficient to appear to influence the objective of his or her official duties as a coach and a professional.

The 2009/2015 Revised ICF Code

Preamble

Part 2: ICF Standard of Ethical Conduct

Section 1: Professional Conduct at Large

Section 2: Conflict of Interest

Section 3: Professional Conduct with Clients

Section 4: Confidentiality / Privacy

Section 5: Continuing Development – New!

Specific Changes to the Standards

Professional Conduct at Large:

- More powerful language for: Coach Training, Coach Mentoring and Coach Supervisory Activities.
- Communicate and create awareness regarding Ethics
- Refrain from unlawful discrimination in occupational activities
- Maintenance, Storage and Disposal of Electronic Records.
- Recognize Code of Ethics applies to more relationships
- Failing to Recognize / Honor Contributions of Others.

Specific Changes to the Standards

Conflict of Interests:

- Seek to be conscious of conflict of interest
- Self Removal in the Event of a Conflict of Interest.
- 3rd Party Compensation Disclosure – language changed

Professional Conduct with Clients:

- What I know to be true about the potential value of the coaching - language change
- Clarify roles for internal coaches - NEW
- Clear coaching service agreement with my clients and sponsor(s) - expanded
- Avoid sexual and romantic relationships - expanded

Specific Changes to the Standards

Confidentiality/Privacy:

- Student Coaches, Associate Coaches – **Dramatically Expanded**

Awareness That All Agreements / Contracts Adhere to the ICF Code of Ethics.

New Section 5 – Continuing Development

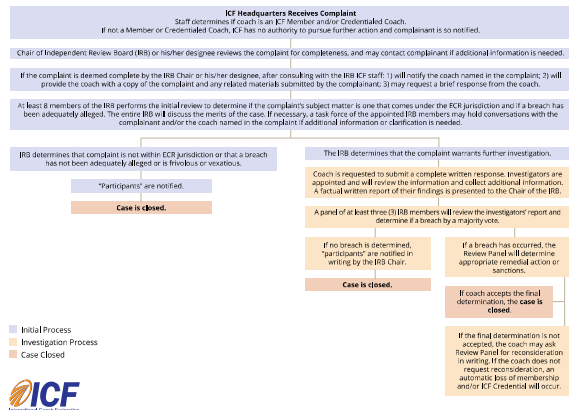
III. Pledge of Ethics

- I pledge to comply with the ICF Code of Ethics and to **practice** these standards with those whom I coach

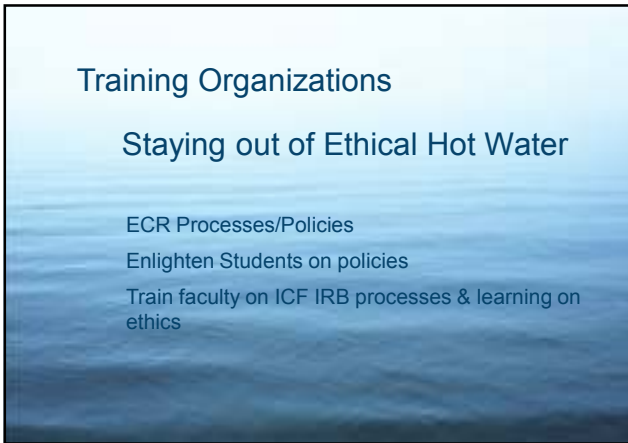
Ethical Conduct Processes

- Why have ECR processes & for whom?
- What are your ECR processes for students?
- What are your ECR processes for faculty?


International Coach Federation Ethical Conduct Review Process











TRAINING ORGANIZATIONS

ECR processes **in place & communicated**

Train staff, faculty & students

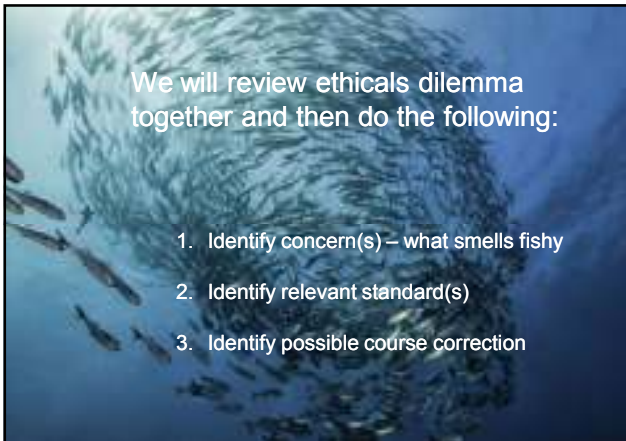
Signed confidentiality agreements

External events – **safe environments**

Faculty staff **behaviors/practices**

Confidentiality for student courses

Marketing Practices – **promises**



We will review ethicals dilemma together and then do the following:

1. Identify concern(s) – what smells fishy
2. Identify relevant standard(s)
3. Identify possible course correction



Open Forum Questions

What questions have come to mind from todays review?

