

ACTO Code of Ethics

INTRODUCTION AND OVERVIEW

The Association of Coach Training Organizations (ACTO) is a professional organization composed of coach training schools and organizations, faculty and staff, and individuals dedicated to promoting excellence in coach education. ACTO is dedicated to fair and equitable treatment to all people. The ICF Code of Ethics and the Global Code of Ethics were used as a basis for this Code of Ethics.

ACTO CORE VALUES

- **Integrity** – Consistency of actions upholding honesty, and truthfulness.
- **Fairness** – Equitable and just treatment and behavior ensuring equivalence for all.
- **Accountability** – Taking ownership and accepting full responsibility with transparency and openness.
- **Ethical Behavior** – Demonstrating respect for such moral principles as honesty, fairness, equality, dignity, diversity and individual rights.

I. DEFINITIONS

Agent (of a training organization) – Any person who is faculty, administrative support, supervisor, mentor, owner, contractor or employee working at a coach training organization.

Anonymity – The condition of not being identified by name or identifiable features or characteristics.

Coach Mentor – An experienced, credentialed coach who provides professional assistance in achieving and demonstrating the levels of coaching competency demanded by the ICF Credential level sought by the coach-applicant and those seeking credential renewal.

Coach Supervisor – An experienced coach who serves as an inspiration and engages in reflective dialogue and collaborative learning for the personal and professional development of coaches.

Coach Trainer and/or Educator – A specialist in coaching theory, principles, and practice who teaches and prepares students for a coaching career or adding coaching competencies to another career.

Coach Training Administrator – The person responsible for operation of a coach training organization.

Coaching Student – A person who is committed to formally studying and learning the art and science of coaching.

Confidentiality – Coaching information and discussion, including identity, is to be kept secret and/or private unless permission received from the person.

Faculty – The teaching or training staff who may also be mentors and supervisors and/or assessors for a coach training organization.

Sponsor – An entity (including its representatives) paying for and/or arranging for coaching education or services to be provided.

Stakeholder – Person who has an interest or investment in coach training or education.

Staff – All administrative and support personnel employed or contracted by a coach training organization.

II. ACTO STANDARDS OF ETHICAL CONDUCT

Section A. Professional Conduct at Large

As a member of ACTO, I:

1. Act in accordance with the ACTO Code of Ethics in all interactions, including coach training, coach training administration, coaching, coaching appraisals, coach mentoring and coach supervisory activities.
2. Recognize and abide by the applicable laws and regulations of each country, municipality and local governing body.
3. Uphold the ethical standards of ACTO and the coaching profession in a manner that reflects positively on the profession of coach training.
4. Behave in alignment with ACTO values.
5. Embrace diversity and inclusion by respecting the unique and intrinsic worth of our global students, staff, trainers, administrators, sponsors and stakeholders.
6. Provide a safe and supportive atmosphere for students, coaches and coaches-in-training to learn, excel ethically and strive to become professional coaches of the highest caliber.
7. Show respect for the thoughts, ideas and opinions of others and strive to be objective when sharing feedback.
8. Uphold equitable practices in all professional activities for all individuals, including but not limited to; age, race, gender orientation, ethnicity, sexual orientation, religion, politics, veteran status, national origin, and disability.
9. Inform members of the organization of their responsibilities established by this Code.
10. Agree that use of ACTO member information for mass emailing or spam is prohibited. .
11. Treat people with dignity, respect, and compassion to foster a trusting work environment.
12. Take the appropriate action with students, coaches, coach trainers, coach mentors and supervisors and/or contact ACTO to address or inquire about any ethics violation or possible breach of ethics as soon as I become aware.
 - a. Review ethical concern with Coach Mentor, Coach Supervisor or Ethics Specialist to discern possible next steps
 - b. Contact ACTO if appropriate
 - c. Contact ACTO to file a complaint
13. Recognize, honor and respect all member coach training schools and educational organizations.

14. Offer best practices to promote continuous professional development of coach education and training.
15. Obtain written permission, including full attribution for any and all intellectual property that is used from other schools, trainers & others. Any violations are also a legal matter and ACTO will uphold the actions of a court.
16. Make verbal and written statements that are true and accurate about what is offered or can be expected from our coach training organizations and as a coach trainer.
17. Accurately identify coaching qualifications, expertise, experience, training, certifications, ICF credentials and accreditations.
18. Recognize any personal challenges that may impair, conflict with or interfere with my professional performance. I will promptly seek relevant professional assistance and take appropriate action, which could include a leave of absence or termination.
19. Notice if I become aware of inappropriate behavior of another agent, I report it to the Coach Training Administrator. If Coach Training Administrator is involved or fails to take action, I report it directly to ACTO.
20. Present clear and transparent written contracts to prospective students, faculty members and/or staff before they begin an assignment, including the ACTO Code of Ethics and any additional Ethical Code of the organization.
21. Develop, administer, and advocate policies and procedures that foster fair, consistent, and equitable treatment for all.
22. Support decisions made by our organization that are both ethical and legal, regardless of personal interests.

Section B. Professional Conduct with Students and Clients

As a member of ACTO, I:

23. Show respect for the opinions of others in the exchange of feedback and ideas.
24. Commit to an environment in which all individuals are treated with respect and dignity. Each individual has the right to a professional atmosphere that promotes equal opportunities and prohibits unlawful discriminatory practices, including harassment.
25. Understand that all relationships among coaches, trainers, student, clients, agents and others associated with ACTO will be business-like and free of bias, prejudice and harassment.

[Click here for more information on ACTO's Harassment Policy](#)

Section C. Confidentiality/Privacy

As a member of ACTO, I:

26. Have clear agreements between the coach training organization and students as to when to break confidentiality such as:
 - a. Illegal activity
 - b. Pursuant to valid court order or subpoena or as required by law
 - c. Imminent or likely risk of danger to self or others
27. Ensure anonymity when sharing real examples in training.
28. Maintain, store, and dispose of any records, including electronic files and communications, in a manner that promotes confidentiality, security, and privacy and complies with any-applicable laws and agreements.
29. Maintain the confidentiality of students' records beyond the conclusion of each student's coach education in accordance with local laws, releasing the information only with a student's written permission or as required by law. Exceptions: Records of completion of individual courses for verification purposes by professional organizations. Programs, and certifications are considered public so they may be shared with those seeking verification.
30. Maintain the anonymity of students' personal information that may be revealed outside of student records, including but not limited to conversations with an instructor, supervisor, or mentor, participation in classroom discussions or group supervision or mentoring, or participation as client or coach in a coaching demonstration, role play, or practice session.
31. Have a clear agreement about what student information and recordings will be transferred and/or released.

Section D. Conflicts of Interest

As a member of ACTO, I:

32. Openly disclose any conflicts, and offer to recuse myself when I become aware of a conflict or potential conflict of interest.
33. Demonstrate transparency and disclose all potential and actual conflicts of interest when decisions involving my organization or me arise.
34. Disclose payment for referrals to all parties involved or impacted.
35. Provide consistent and equitable services when teaching, mentoring, coaching, or supervising regardless of the form or amount of compensation or purchase of additional services.
36. Adhere to and advocate the use of written policies on conflicts of interest within my organization.

37. Maintain the integrity of my position in terms of personal, material, or financial gain, and ensure a positive and honorable appearance prevails.

38. Strive to evaluate to the best of my ability, free of any positive or negative bias, students' performance that would knowingly impact their ability to earn their own results.

Section E. Continuing Development

As a member of ACTO, I:

39. Teach Coaching and Coaching Ethics in a manner that provides information for students to be aware of and know how to address ethical challenges.

40. Commit to life-long learning and ethics as a coach and a coach trainer.

III. PLEDGE OF ACTO MEMBERS

As an ACTO member, I pledge to acknowledge and agree to honor, comply with and practice the ACTO Code of Ethics and standards with everyone with whom I engage with in the profession of coaching.

If this Pledge of Ethics or any part of the ACTO Code of Ethics is breached, I agree to adhere to the Ethical Conduct Review Process and I recognize that ACTO may hold me accountable for any breaches. I further agree remedies and/or sanctions may be applicable. This may include:

- a. Sanction of ACTO Membership
- b. Remedies for educational purposes
- c. Publication of the breach of ethics
- d. Sharing such breaches with other coach related professional organizations.

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