



## TRAIN-THE-TRAINER OF ICF ETHICS

Association of Coach Training Organizations

Train-the-Trainer of the ICF Code of Ethics

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### ABOUT THIS PROGRAM



Designed to support coach trainers who teach the ICF Code of Ethics.

- Asynchronous
- Quiz at the end to earn CCEs

Before Starting:

- Read ICF's Code of Ethics
- Read ACTO's Coach Trainer Competencies



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### AGENDA



- Trainer Preparation
- Interviews
  - ICF Leaders and Coach Trainers
- Training Methodologies
- Insights from ICF Leaders
- Key Points from the Code of Ethics
- Connecting the Competencies and Ethics
- Scenarios and Dilemmas
- Important Discussions with Students
- Quiz



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## LEARNING OUTCOMES



- Model ethics by accepting and respecting all from a place of curiosity.
- Identify how to engage coaching students in ethics class with stories or examples.
- List key points from the ICF Code of Ethics to cover during training.



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## LEARNING OUTCOMES



- Recognize the connections between ethics and coaching competencies.
- Explore and discuss scenarios that come up in coaching.
- Facilitate discussions of ethical challenges and dilemmas.



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## LEARNING OUTCOMES



- Discuss activities to use with coaching students.
- Identify resources to make available for students.



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# TRAINER PREPARATION



- Qualifications
- ICF: ACC, PCC, or MCC
- Coach Training Organization Requirements



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# TRAINER PREPARATION



- Ethics Knowledge and Resources
- ACTO Coach Trainer Competencies
- ACTO Code of Ethics
- ACTO Ethics Resource Page
- ACTO Ethics Training
- ICF Code of Ethics
- ICF Ethics Interpretive Statements
- ICF Ethics Training
- ICF Ethics Hotline
- ICF Ethics Community of Practice



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# INTERVIEWS: ICF LEADERS



- What does ethics mean to you?
- What is the biggest ethical challenge you have been around?
- What have you found most useful for bringing ethics alive?



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WHAT ETHICS TRAINING ENTAILS



- Exploring the Gray Space
- Considering How to Find an Answer
- Expanding on Doing Good



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TRAINING METHODOLOGIES



- Case Studies
- Scenarios
- Discussions



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TRAINING METHODOLOGIES



- Debates
- Challenges to Resolve
- What If



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## TRAINING METHODOLOGIES



- Videos
- Decision Processes
- Meditation / Reflection



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## INSIGHTS FROM ICF LEADERS



- In your opinion, what are the three to four (3-4) most important differences between the old COE and the new?
- What are the top three to five (3-5) points from the new COE that you would want EVERY COACH, globally, to understand in the same way?



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## INSIGHTS FROM ICF LEADERS



Important differences between the old Code of Ethics and the new:

- Ethics encompass ALL persons involved including support personnel, administrators of coach training programs, transcriptionists, and those who administer assessments or other evaluation processes.



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INSIGHTS FROM ICF LEADERS



Important differences between the old Code of Ethics and the new:

- Ensuring that no one is invisible and that means encompassing all others who do not fit the norm. Paying attention to language used and appropriate behaviors to ensure mutual respect and equal treatment.



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INSIGHTS FROM ICF LEADERS



Important differences between the old Code of Ethics and the new:

- The impact of technology that might violate confidentiality and privacy such as smart speakers, digital personal assistance, and online or video conferencing; discuss and give choices.



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INSIGHTS FROM ICF LEADERS



Important differences between the old Code of Ethics and the new:

- Strong emphasis on personal development and coaching supervision at all levels.



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INSIGHTS FROM ICF LEADERS


  
Association of Coach Training Organizations

Top 3-5 points from the new Code of Ethics for EVERY COACH, globally, to understand in the same way:

- Understand the importance of maintaining self-regulation and the 6 ways ICF protects us with our goal to maintain self-regulation.



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INSIGHTS FROM ICF LEADERS


  
Association of Coach Training Organizations

Top 3-5 points from the new Code of Ethics for EVERY COACH, globally, to understand in the same way:

- Being an ethical person means thinking ethically and choosing an ethical path before taking any action. What questions precede action when thinking ethically?



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INSIGHTS FROM ICF LEADERS


  
Association of Coach Training Organizations

Top 3-5 points from the new Code of Ethics for EVERY COACH, globally, to understand in the same way:

- Become more aware of all the biases we have and how they impact and influence the coaching partnership. Use personal growth opportunities and coaching supervision to bring unconscious biases to the conscious level where choice exists.



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## INSIGHTS FROM ICF LEADERS



Top 3-5 points from the new Code of Ethics for EVERY COACH, globally, to understand in the same way:

- Recognize conflicts of interest and how to ethically manage dual roles.



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## KEY POINTS



### • Definitions

- Client – the person being coached
- Sponsor – the person arranging or paying for coaching services
- Confidentiality – protection of information



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## KEY POINTS



### • Definitions

- Equality – all are included and treated with respect
- Systemic Equality – institutionalize inclusion and respect



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KEY POINTS



- Core Values: Integrity, Excellence, Collaboration, Respect
- Referenced and Linked in the Code of Ethics
- The ICF Code of Ethics is based on the ICF Core Values



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KEY POINTS



- Responsibility to Clients
  - Clear and Accurate Information – Refer to 1, 2, 12
  - Confidentiality and Addressing Conflicts of Interest – Refer to 3, 4, 5, 6, 7, 10
  - Value and Quality – Refer to 8, 9, 11, 13



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KEY POINTS



- Responsibility to Practice and Performance
  - Raise Concerns and Ensure Adherence – Refer to 14, 15, 18
  - Continued Development for Excellence – Refer to 16
  - Recognize Limitations – Refer to 17



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# KEY POINTS



- Responsibility to Professionalism
  - Accurately Identify Qualifications and Value – Refer to 20, 21
  - Inform Others – Refer to 22
  - Set and Maintain Appropriate Boundaries – Refer to 23, 24



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# KEY POINTS



- Responsibility to Society
  - Maintain Fairness and Equality – Refer to 25
  - Honor the Contributions of Others – Refer to 26
  - Doing Good – Refer to 28



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# KEY POINTS



- The Pledge
  - Acknowledge
  - Abide
  - Accountable



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## COMPETENCIES AND ETHICS

**Competencies:**

1. Demonstrates Ethical Practice
2. Embodies a Coaching Mindset
3. Establishes and Maintains Agreements

**Ethics:**

1. Pass / Fail in recording assessments.

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## COMPETENCIES AND ETHICS

**Competencies:**

- Application of all the competencies is ethical coaching

**Ethics:**

- Embodying ethics means embodying the competencies

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## SCENARIOS AND DILEMMAS

You are working with a potential client and find out they are part of the LGBTQ community when you see them at the pride parade with their partner. You, the coach, have fundamental religious principles you follow, and this violates them.

- Codes to Consider: 8, 9, 11, 17, 25

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## SCENARIOS AND DILEMMAS



- How will you determine whether you can effectively serve the client?
- If you decide to coach them, how will you address this conflict?
- If you decide not to coach them, how will you handle it?



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## SCENARIOS AND DILEMMAS



Two clients you are coaching are invited to the same job interview.

- Codes to Consider: 3, 6, 10, 17, 18



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## SCENARIOS AND DILEMMAS



- How will you determine whether you can be effective for one or both?
- How will your clients perceive this situation?
- How will you handle it?



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SCENARIOS AND DILEMMAS

All of your client time is booked. You have a client whose asking rate is 50% less than a client you could book. You are thinking about replacing the client who has the cheaper rate with another client at a higher rate.

- Codes to Consider: 2, 8, 11, 13, 17, 25, 28

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SCENARIOS AND DILEMMAS

- What are the reasons for and against this option?
- How will each of the clients perceive your consideration of this possibility?
- What is the right thing to do?

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SCENARIOS AND DILEMMAS

You have been coaching Sam for 3 months in an organization where HR manages the coaching placements. Recently you were approached by the HR head and asked to share information to inform Sam's performance review.

- Codes to Consider: 1, 2, 3, 4, 5, 6, 7, 15

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SCENARIOS AND DILEMMAS

- What are your considerations in responding to HR?
- What are the implications for your coaching relationship with Sam?
- What information in your agreement and the Code of Ethics addresses this scenario?

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SCENARIOS AND DILEMMAS

You know a lot about the industry that your client works in because you used to consult in that area before becoming a coach. You have some knowledge that you think could help your client.

- Codes to Consider: 1, 2, 10, 20, 26

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SCENARIOS AND DILEMMAS

- How will you decide whether to share the information?
- What is the potential impact on your coaching relationship?
- How might it affect your client?

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SCENARIOS AND DILEMMAS



You have been asked to coach an executive. You have privileged information they were involved in a scam to make profits for the company.

- Codes to Consider: 3, 4, 5, 17, 18, 22, 28



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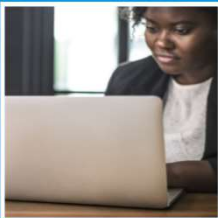
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SCENARIOS AND DILEMMAS



- How will you determine if you are a good match as coach?
- How will you manage the information?
- What will you disclose to the executive?



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SCENARIOS AND DILEMMAS



A coaching client feels giving extra money, food, and/or gifts each session is a cultural norm.

- Codes to Consider: 6, 10, 11, 13, 23, 25



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SCENARIOS AND DILEMMAS



- How will you decide what to do?
- How will you discuss it with the client?
- What parameters or boundaries will you put in place?



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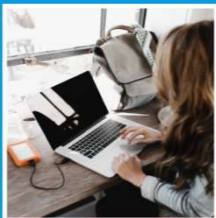
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SCENARIOS AND DILEMMAS



You accidentally send a recording / notes to the wrong person.

- Codes to Consider: 3, 4, 7, 14



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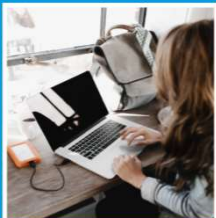
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SCENARIOS AND DILEMMAS



- What steps will you take to address the situation?
- Who will you notify?
- What safeguards will you put in place for the future?



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# IMPORTANT DISCUSSIONS



There are Gray Areas – and that is intentional.

- Code of Ethics is in effect
- Hold the gray space
- Be okay saying: It will depend.



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# IMPORTANT DISCUSSIONS



Which laws? Where the coach lives or where the client lives?



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# IMPORTANT DISCUSSIONS



Clients with Psychological Issues



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# IMPORTANT DISCUSSIONS



## Deciding What to Do



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# IMPORTANT DISCUSSIONS



- How will this impact the safety of this space in service of the client?
- Is what I am about to do in service to the client and will it keep them safe?
- Is this in service to the relationship?



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# IMPORTANT DISCUSSIONS



If I am not finding the answer in the Code of Ethics and the Ethics Interpretive Statements, where do I go?



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## IMPORTANT DISCUSSIONS



What if the EIS says something coaches disagree with?

- The EIS is a living, breathing, dynamic document that will be updated
- Who owns that?



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## QUIZ



What are ICF's Core Values?

1. Integrity, Fairness, Accountability, Ethical Behavior
2. Integrity, Excellence, Collaboration, Respect
3. Integrity, Equality, Doing Good, Respect
4. Integrity, Accountability, Doing Good, Respect

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## QUIZ



How should a coach trainer prepare to teach ethics?

1. Study and know the ACTO and ICF Codes of Ethics.
2. Qualify as a trainer with a credential and being trained.
3. Read the Coach Trainer Competencies.
4. All of the above.

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## QUIZ



Which of the following are resources for coach training students?

1. ICF Code of Ethics
2. ICF Ethics Interpretive Statements
3. ICF Ethics Hotline
4. All of the Above

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## QUIZ



What does ethics training entail?

1. Review, scenarios, discussion, and reflection.
2. Drafting a response to a complaint.
3. Reporting violations.
4. Responding to student questions.

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## QUIZ



How can you engage coach training students in ethics?

1. Ask them about their level of interest.
2. Use scenarios, debate, and challenges to resolve.
3. Ask them to read the Code of Ethics.
4. Ensure they understand they are accountable.

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## QUIZ



Which of the following was NOT included as an insight from an ICF leader?

1. Understand the importance of maintaining self-regulation.
2. Being an ethical person means thinking ethically and choosing an ethical path before taking any action.
3. All coaches should read and understand the Code of Ethics.
4. Become more aware of all the biases we have and how they impact and influence the coaching partnership.

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## QUIZ



Which definitions should be reviewed with additional detail?

1. Coaching, Coaching Relationship, Code, and Confidentiality
2. Client, Sponsor, Confidentiality, Equality, Systemic Equality
3. Coaching Relationship, ICF Professional, Internal Coach
4. All of the Above

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## QUIZ



What are key points from the section on responsibility to clients?

1. Ensuring the client understands coaching.
2. Having a written agreement.
3. Providing accurate information plus ensuring confidentiality and value.
4. Managing conflicts as an internal coach.

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## QUIZ



What are key points from the section on responsibility to practice and performance?

1. Maintain the confidentiality of ICF member information.
2. Adherence to ethics and raising awareness of ethics.
3. Getting professional help for yourself.
4. Ensuring value for the client and fairness.

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## QUIZ



What are key points from the section on responsibility to professionalism?

1. Accurately identify qualifications and the value of coaching.
2. Do not engage in romantic relationships with sponsors.
3. Be sure the client understands the coach's boundaries.
4. Protect the copyright of the Code of Ethics.

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## QUIZ



What are key points from the section on responsibility to society?

1. More than avoiding bad, coaching is doing good.
2. Respect copyrights.
3. Ensure fair boundaries with everyone.
4. Maintain fairness, honor other's contributions, and do good.

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## QUIZ



All client time is booked. The coach is thinking about moving a lower-priced client to a different time in favor of a client that pays more. What should they do?

1. Check with both clients about rescheduling options.
2. Honor time that is already scheduled.
3. Recognize it is harder for the higher-paying client to schedule so accommodate them first.
4. Ask a mentor coach.

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## QUIZ



The HR Director is the sponsor and wants information on the client for their performance review. What should the coach do?

1. Advise the HR Director that all records are confidential.
2. Provide the notes as requested.
3. Ask the client what, if anything, they want shared.
4. Ask the client to share their notes with the HR Director.

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## QUIZ



The coach has privileged information that a client was involved in a scam. What should the coach do?

1. Call the police.
2. Notify the organization.
3. Nothing.
4. Ask the client to turn themselves in to the appropriate authority.

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## QUIZ



How do you handle gray areas in the Code of Ethics?

1. There are no gray areas; reread the Code of Ethics.
2. Be okay with gray areas and develop a process to think it through.
3. Use the ethics interpretive statements instead.
4. Ask your client what they think.

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## QUIZ



What is the connection between competencies and ethics?

1. One of the competencies is to be ethical.
2. Both are required areas of knowledge.
3. Demonstrating the first three competencies is mandatory to be ethical and being ethical will mean demonstrating the competencies.
4. The standards of ethics and of the core competencies demonstrate that coaching is a real profession.

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