



Code of Ethics

Core Values

- a) Autonomy - respect the autonomous decisions of your client
- b) Beneficence - aim to do good
- c) Non-maleficence - do no harm
- d) Justice - act fairly when the interests of different individuals or groups are in competition

Dignity

The coach will have respect for the inherent worth of all human beings, regardless of perceived or real differences in social status, ethnic origin, gender, capacities, or other such characteristics. This inherent worth means that all human beings are worthy of equal moral consideration. As such, respect for the dignity and worth of all human beings also includes moral consideration of, and respect for, cultural communities.

Competence

The coach will:

- a) Maintain high standards of competence and exercise care in determining how best to serve the needs of the client in the coaching relationship.
- b) Ensure that they are adequately educated and skilled in the coaching and mentoring technology that they use to deliver their services.
- c) Develop and enhance their level of competence by participating in relevant training and continuing opportunities for professional development.
- d) Recognise their scope of practice and only practice NLP within the limits of their competency and to their highest possible standards.

Context

The coach will:

- a) Understand and ensure that the coaching relationship reflects the dynamic context within which the coaching/mentoring is taking place.

- b) Ensure that the expectations of the client and the sponsor are understood and that they themselves understand how those expectations are to be met.
- c) Embrace cultural considerations and broad-based issues of empowerment.
- d) The coach will conduct themselves in a way that demonstrates an understanding and respect for the dignity and diversity of all people. The coach is committed to the Transformation of the world, the planet, and the promotion of equal opportunities for all.
- e) Strive to act within an ecological framework to ensure the safety of their client at all times.

Boundary Management

The coach will:

- a) Maintain professional integrity irrespective of the demands of the sponsor or client.
- b) Honour the confidentiality agreement in the coaching/mentoring relationship.
- c) At all times operate within the limits of their own competence, recognise where that competence has the potential to be exceeded and where necessary refer the client either to a more experienced coach, or support the client in seeking the help of another professional, such as a psychotherapist, consultant or business/financial advisor.
- d) Be aware of the potential for conflicts of interest of either a commercial or emotional nature to arise through the coaching relationship and deal with them quickly and effectively to ensure there is no detriment to the client or sponsor.
- e) To maintain transparency of communication with other members of the coaching and mentoring professions within the confines of existing confidentiality agreements.
- f) Not engage in any sexual contact with existing coaching or mentoring clients and ensure a period of one year from the conclusion of the coach relationship before engaging in such contact.
- g) Acknowledge that the coach is in a powerful relationship with the client and therefore sexual relations are unethical and unprofessional.
- h) Respect legitimate needs and requirements for confidentiality.
- i) Disclose information only where explicitly agreed with the client and sponsor (where one exists), unless the coach believes that there is convincing evidence of serious danger to the client or others if the information is withheld.
- j) Act within applicable law and not encourage, assist or collude with others engaged in conduct which is dishonest, unlawful, unprofessional or discriminatory.

Integrity

The coach will:

- a) Act within applicable law and not encourage, assist or collude with others engaged in conduct which is dishonest, unlawful, unprofessional or discriminatory.
- b) Act to the benefit and in the interest of the client in the coaching/mentoring relationship.
- c) Approach the coaching relationship with personal commitment and respect for all other professions.
- d) Ensure that they are both mentally and physically fit to deliver coaching and mentoring services at all times.


- e) Assume ownership for self-learning and self-growth.
- f) Act responsibly with regard to the assessment of the need for coaching or mentoring as a means of intervention.
- g) Ensure that any claim of professional competence, qualifications, or accreditation is clearly and accurately explained to potential clients and that no false or misleading claims are made or implied in any published material.

Professionalism

The coach will:

- a) Consciously create a coaching/mentoring environment that supports the independence of the client within the coaching relationship.
- b) Maintain professionalism and faithfully pursue obligations and agreements made in the coaching relationship.
- c) Be focused primarily on maximising the effectiveness of the client in their life and/or work context.
- d) Not exploit or manipulate the client in any manner, including, but not limited to, financial, sexual or those matters within the professional relationship.
- e) Ensure that the coaching contract is appropriate and proportional to the objectives of the coaching/mentoring relationship (e.g. fees, coaching/mentoring objectives, duration).
- f) Understand that professional responsibilities continue beyond the termination of any coach/ mentoring relationship. These include the following:
 - ❖ Maintenance of the agreed confidentiality of all information relating to clients and sponsors.
 - ❖ Avoidance of any exploitation of the former relationship.
 - ❖ Provision of any follow-up, which has been agreed to.
 - ❖ Safe and secure maintenance of all related records and data.
 - ❖ Demonstrate respect for the variety of different approaches to coaching/mentoring and other individuals in the profession.
 - ❖ Not bring any other coach or mentor's reputation into disrepute through their actions or communications.

I René Kok....., acknowledge and agree to honour my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the Code of Ethics above and to practice these standards with those whom I coach.

Signed at  On this Date 31 May 2023.....