

# Professional Code of Conduct

(May 2024 Version)

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**Overview**

## Introduction

**Here at Coaching Minds we understand the importance of an outcomes-focused regulation which concentrates on providing positive outcomes which when achieved, will benefit and protect Coaching Clients.**

**Our Professional Code of Conduct sets out our outcomes focused conduct requirements, so that you can consider how best to achieve the right outcomes for your Clients, taking into account how your Coaching Practice works and your Client base. Our Code is underpinned by effective risk-based supervisions and audits.**

**In drafting this document, we have embedded the Global Code of Ethics guidelines, extending and tightening the provisions to provide best practice and protection for Coaching Clients.**

**Coaching Minds are committed to maintaining and promoting excellent practice in coaching, mentoring and supervision, a field that is becoming increasingly professionalised. All our members, in their roles as Coaches, Mentors, Supervisors, Trainers and/or Trainees, as part of their continuing membership, agree to adhere to the elements and principles of this Code of Conduct.**

# Overview

## Purpose

**This Code is a guidance document which sets the expectations and benchmark of best practice in Coaching and Supervision. The Code promotes the development of professional excellence and ethics. This Code cannot foresee or address every issue or ethical dilemma which may arise and it is therefore important that you strive first, to uphold the intention of this Code. From time to time Coaching Minds may audit your Coaching or Supervision to ensure guidelines are being met. The purpose of this code is to:**

- Provide appropriate principles, accountability and standards of conduct for all our Coaches and Supervisors.**
- Set out how our Coaches and Supervisors are expected to act, behave and perform when working with Clients, including the use of Artificial Intelligence within their practice.**
- Guide our Coach's and Supervisor's development and growth in the profession.**
- Serve as a guide for those individuals who do not necessarily identify themselves as a Professional Coach or Supervisor, but nonetheless use coaching or mentoring skills in their work.**
- Be used as the basis of any complaint or disciplinary hearing and action following our respective complaints procedures.**

# Overview

## Terminology

a) For reasons of brevity, this Code where appropriate refers to:

Coachees, Mentees, Supervisees, Trainees and Students as **‘Clients’**.

Coaches or Mentors, as **‘Coaches’**.

Supervisors, Facilitators or Trainers, as **‘Supervisors’**.

Coaching, Mentoring and Supervision work as **‘Professional Work’**.

Coaching, mentoring and supervision as **‘Profession’**.

b) Coaching Minds acknowledge that the terms ‘Profession’ and ‘Professional’ are being used for activities that are not under statutory regulation but are being increasingly professionalised and self-regulated.

c) Coaching Minds acknowledge that the titles ‘Coach’, ‘Mentor’ and ‘Supervisor’ are not protected and may be used by anyone in the field of practice, member or not member of a professional body or Coaching Minds.

d) Coaching Minds is an Accredited Organisation with the EMCC and adopts the Global Code of Ethics.

# Overview

## Terminology

**'Coach': Refers to a Trainee, Certified or Accredited Coach by Coaching Minds offering 'Coaching Services'.**

**'Coaching Services': Refers to services offered as one-to one sessions (including discovery sessions) and group sessions with Clients'.**

**'Client': means any person in receipt of Coaching Services.**

**'Supervisor': Refers to Coaching Minds Supervisors responsible for guiding Coaches with their Coaching Practice.**

**'Coaching Practice': means the day-to-day operation and business of Coaching Services.**

**'Coach Supervision Services': The interaction that occurs when a coach brings their coaching experiences to a supervisor in order to be supported and to engage in reflective dialogue and collaborative learning for the development of the Coach and their Clients**

**'Organisation': means any company, organisation or body offering a Coaching Practice or Coaching Services.**

**'Artificial Intelligence' (AI): refers to the simulation of human intelligence processes by computer systems, including**

learning, reasoning, and problem-solving, to enable machines to perform tasks traditionally requiring human cognitive abilities.



# Part 1

## Coach - Client

# Introduction

**This Part 1 of our Professional Code of Conduct lays out the principles, outcomes and indicative behaviours that must be followed by all Coaches when offering and performing Coaching Services. In this Part, you will find all the appropriate guidance with regards to the Coach-Client Relationship and behaviour that is expected of you when performing your Coaching Services.**

**If you are a Coach you agree to fully read, understand and operate by our Code of Conduct at all times within your Coaching Practice.**

**In this Part 1, you will find:**

**Principles: The overarching and fundamental principles that are expected of all Coaches.**

**Outcomes: These capture the outcomes, that when achieved show that Coaches are living by the Principles.**

**Indicative Behaviours: Further behaviours that will indicate you are operating within this Code as an ethical and professional Coach.**

# Principles

**Our Professional Code of Conduct adopts 7 Principles that we believe define the fundamental, ethical and professional standards that should be expected of all Coaches and Coaching Practices.**

## The Principles

- 1. Act with Integrity.**
- 2. Act within the best interests of each Client.**
- 3. Provide a proper standard of service to your Clients.**
- 4.**  
Behave in a way that maintains the trust in the provision of Coaching Services.
- 5. Comply with your legal obligations.**
- 6. Run your business effectively with proper governance. 7.**  
Encourage equality and respect diversity.

**As a Coach, you agree to comply with these 7 Principles when operating your Coaching practice.**

## Principle 1: Act with Integrity

**1.1 Personal integrity is central to your role as the Client's trusted Coach.**

**1.2 You will accurately and honestly represent your relevant professional qualifications, professional body to which you belong, experience, training, certifications and accreditations to Clients, sponsors and colleagues.**



# Principles

**1.3 In communication with any party, you will accurately and honestly represent the value you provide as a Coach.**

**1.4 You will ensure that no false or misleading claims are made, or implied, about your professional competence, qualifications or accreditation in any published, promotional material or otherwise.**

**1.5 You will attribute ownership and credit of work, ideas and materials of others to the originator and not claim it as your own.**

**1.6 You must ensure that clients are fully informed about the use of AI in your coaching practice. This includes explaining the purpose, limitations and potential implications of AI technologies in the coaching process. Clients should have the opportunity to consent or opt-out of AI-assisted coaching.**

**1.7 You will act within applicable law and not in any way encourage, assist or collude with conduct which is dishonest, unlawful, unprofessional or discriminatory.**

## Principle 2: Act within the best interests of each Client

**2.1 You should always act in good faith and do your best for each of your Clients.**

**2.2 You should observe your duty of confidentiality to your Client.**

**2.3 You should observe your obligations with regards to**



# Principles

## Principle 3: Provide a proper standard of service to your Clients

**3.1 You should provide a proper standard of Client care, including exercising competence, skill and diligence.**

**3.2 Take into account the individual needs of each Client.**

**3.3 You should empower clients to make informed decisions about the use of AI in their coaching journey. This involves educating clients, promoting critical thinking about technology and encouraging clients to voice any concerns or preferences regarding AI-assisted coaching.**

## Principle 4: Behave in a way that maintains the trust in the provision of Coaching Services

**4.1 Members of the public should be able to put their trust in you. Any behaviour that undermines this trust will not only damage you but also the Profession.**

**4.2 You will behave in a way that at all times reflects positively upon and enhances the reputation of an increasingly professionalised service.**

# Principles

**4.3 You should continually evaluate the effectiveness and impact of AI on the coaching process and client outcomes. This includes seeking feedback from clients, monitoring the quality of AI-generated insights and making adjustments to ensure that AI enhances rather than detracts from the coaching experience.**

## Principle 5: Comply with your legal obligations

**5.1 You must understand and comply with the relevant laws that apply to the running of your Coaching Practice. This includes but is not limited to tax law, privacy law (Data Protection, contract law, intellectual property etc.**

**5.2 You must ensure compliance with relevant data protection laws and regulations when collecting, storing and processing client data with AI technologies. This includes obtaining appropriate consent, implementing data security measures and adhering to principles of data minimisation.**

**5.3 You should assess and mitigate potential legal risks associated with the use of AI in coaching practice. This includes identifying areas of potential liability, implementing risk management strategies and obtaining appropriate**

**insurance coverage to protect against legal claims arising from AI-related issues.**

## **Principles**

### **Principle 6: Run your business effectively with proper governance**

**6.1 You should ensure that your business is well run for the benefit of your Clients.**

**6.2 You should understand your business processes and the journey for your Client through your services.**

**6.3 You should stay informed about relevant regulations and guidelines governing the use of AI in your jurisdiction and area of coaching. This includes compliance with sector-specific regulations such as healthcare laws for AI-enabled coaching in medical contexts or financial regulations for AI-driven financial coaching.**

### **Principle 7: Encourage equality and Respect Diversity**

**7.1 You will avoid knowingly discriminating on any grounds and will seek to enhance your own awareness of possible areas of discrimination.**

**7.2 You will be cognisant of the potential for unconscious bias**

**and seek to ensure that they take a respectful and inclusive approach, which embraces and explores individual difference.**

## **Principles**

**7.3 You will challenge any colleagues, employees, service providers, clients or participants who are perceived to be using discriminatory behaviour.**

**7.4 You will monitor their spoken, written and non-verbal communication for inadvertent discrimination.**

**7.5 You should adhere to anti-discrimination laws and regulations to ensure that AI systems do not perpetuate biases or discriminate against individuals based on protected characteristics such as race, gender or ethnicity. This may involve conducting regular audits of AI algorithms for fairness and implementing measures to mitigate bias.**

# Code of Conduct

**Under our 7 Principles, it is also important to take note of our Outcomes (O.X) which describe what we at Coaching Minds expect our Coaches to achieve, in order to comply with the principles. You should also take note of our Indicative Behaviours (IB.X) which shows additional behaviour that adheres to our Code.**

## 1 Exercising Client Care

**O(1.1) You provide services to your Clients in a manner which protects their interests.**

**O(1.2) You obtain the necessary resources, training and skills**

**to be able to Coach your Clients' needs. This includes the necessary knowledge, skills and training to effectively use AI in your coaching practice.**

**O(1.3) The service you provide is competent, delivered in a timely manner and takes into account your Clients' needs.**

**O(1.4) Clients are made aware of this Code of Conduct and of our Complaints Procedure at the outset of your Coaching.**

**O(1.5) Clients receive the best possible and appropriate information regarding the structure of your Coaching, including the duration of coaching and pricing. (contracting) Taking note of Coaching Minds' Fair Pricing Guidelines.**

## **Code of Conduct**

**O(1.6) You will ensure that the setting in which any Coaching or training takes place offers optimal conditions for learning and reflection and therefore a higher likelihood of achievement of the goals set in the contract.**

**O(1.7) You will avoid any romantic or sexual relationship with your Client and take appropriate action to avoid intimacy or cancel the engagement in order to provide a safe environment.**

**IB(1.1) Agreeing appropriate levels of service with Clients with the frequency of communication and the method of communication.**



**IB(1.2) Explaining any limitations or conditions on what can be offered to Clients.**

**IB(1.3) Considering whether to refuse to Coach or cease to Coach because you cannot act in the Clients' best interests.**

**IB(1.4) If you have ceased Coaching, providing the Client with suitable options or alternatives.**

**IB(1.5) Providing a clear breakdown of costs with no hidden fees.**

**IB(1.6) Being responsible for setting and maintaining clear, appropriate and culturally sensitive boundaries.**

# **Code of Conduct**

## **2 Equality and Diversity**

**O(2.1) You do not discriminate unlawfully, victimise or harass anybody in the course of your professional dealings as a Coach.**

**O(2.2) You provide Coaching to Clients in a way that respects diversity.**

**O(2.3) You will be cognisant of the potential for unconscious bias and seek to ensure that you take a respectful and inclusive approach, which embraces and explores individual**

**difference.**

**IB(2.1) Providing a public statement or making commitment to equality and diversity known.**

**IB(2.2) Engaging in developmental activities that are likely to increase your self-awareness in relation to equality and diversity.**

**IB(2.3) Enrolling onto further Continuous Professional Development (CPD) courses to educate yourself on important diverse topics such as Mental Health, Neuro-Diversity, Cross Cultural Coaching etc.**

## **Code of Conduct**

### **3 Conflicts of Interest**

**O(3.1) You have measures in place to help you identify a conflict of interest.**

**O(3.2) You do not act if there is an 'own interest' conflict.**

**O(3.3) You do not act if there is a 'Client conflict' of interest.**

**O(3.4) You do not exploit a Client or seek to gain any inappropriate financial or non-financial advantage from the relationship.**

**O(3.5) To avoid any conflict of interest, you will distinguish a professional relationship with a client from other forms of relationships.**

**O(3.6) You are aware of the potential for conflicts of interest of either a commercial or personal nature arising through the working relationship and address them quickly and effectively in order to ensure that there is no detriment to your Client.**

**O(3.7) You will disclose any conflict openly with your Client and agree to withdraw from the relationship if a conflict arises which cannot be managed effectively.**

## **Code of Conduct**

**O(3.8) You respect a Client's right to terminate an engagement at any point in the process, subject to your provisions in your Coaching Agreement.**

**O(3.9) You have a provision or process in place for transfer of current clients and dissemination of records in the event of the member's incapacitation, or termination of practice, whether voluntarily or due to a conflict of interest.**

**IB(3.1) Declining to act for Client's where a conflict of interest has arisen.**

**IB(3.2) Declining to act for Client's where a mental illness has arisen and sticking within your competence.**

**IB(3.3) Considering the impact of any Client relationships on other Client relationships and discussing any potential conflict of interest with those who might be affected.**

**IB(3.4) Encouraging your client to terminate the Coaching engagement if it is believed that the client would be better served by another practising Coach or a different form of professional help.**

# **Code of Conduct**

## **4 Confidentiality**

**O(4.1) You keep the affairs of your Client confidential unless required to disclose by law or with permission for educational purposes.**

**O(4.2) You make Clients aware of Confidentiality.**

**O(4.3) You do not act if there is a Client conflict of interest.**

**O(4.4) You will keep, store and dispose of appropriate and accurate records of Clients information, including electronic**

**files and communications, in a manner that ensures confidentiality, security and privacy, and you will comply with all relevant laws and agreements that exist in your country regarding data protection and privacy.**

**O(4.5) You will ensure that you have a Privacy Policy in place, stating specifically how your Client's Data will be stored, handled and which informs Clients of their rights regarding such information as required d by the governing law of your country.**

**O(4.6) You should uphold strict confidentiality and privacy standards when using AI tools. You must ensure that client data processed by AI systems is secure and protected from unauthorised access or disclosure. Any data collected or generated by AI should be used solely for the purpose of coaching and with the client's explicit consent.**

## **Code of Conduct**

**O(4.7) You will inform Clients that you are receiving supervision. You should also assure the Client that the supervision relationship is itself, is a confidential relationship.**

**O(4.8) If your Client is a child or vulnerable adult, you will make arrangements with the Client's sponsors or guardian to ensure an appropriate level of confidentiality in the best interests of the Client, whilst also complying with all relevant legislation for your country.**

**IB(4.1) You do not act or cease to act for a Client where you may hold confidential information about a related party as another Client.**

**IB(4.2) You specifically highlight Confidentiality and this part of the Code to your Client at the outset.**

**IB(4.3) You remind your Client at the start of each session that all interaction is strictly confidential.**

# **Code of Conduct**

## **5 Excellent Practice**

**O(5.1) You are up-to-date and comply with all relevant statutory requirements in your country in which your professional work takes place and work within any organisational policies and procedures you have in place. Including those that relate to AI.**

**O(5.2) You will have the appropriate professional indemnity insurance to cover your Coaching work for the county in which you operate.**

**O(5.3) You understand that the consequences of a breach of this Code of Conduct as stated in Part 4 (below).**

**O(5.4) You will always behave in a way that at all times reflects positively upon and enhances the reputation of Coaching Minds and the Profession.**

**O(5.5) You will engage in supervision with Coaching Minds at a level of frequency that is appropriate to your Coaching.**

**O(5.6) You will discuss any ethical dilemmas and potential, or actual, breaches of this Code with your Supervisor or through the Coaching Minds Coaching Community for support and guidance.**

**O(5.7) You will develop your level of Coaching competence by participating in relevant and appropriate training and/or continuing professional development (CPD).**

## **Code of Conduct**

**O(5.8) You make a contribution to the professional community that is appropriate to your level of expertise. For example, providing peer support to other practising Coaches, contributing to advancing the Profession, research and writing etc.**

**O(5.9) You are ultimately responsible for the ethical use of AI in your practice. You should take responsibility for any decisions**

**or actions resulting from the use of AI tools, including addressing any adverse effects or unintended consequences on clients. You should also be prepared to explain and justify your use of AI in accordance with ethical standards.**

**IB(5.1) Demonstrating respect for the variety of practising Coaches and other individuals in the Profession and for the different approaches to Coaching.**

**IB(5.2) Challenging other Coaches if they have reasonable cause to believe that they are acting in an unethical manner and, failing resolution, will report that person to Coaching Minds.**

**IB(5.3) Systematically evaluating the quality of services through feedback from Clients, Supervisors and other relevant parties.**



## **Part 2**



# Supervisor - Coach

## Introduction

**This Part 2 of our Professional Code of Conduct lays out the principles, outcomes and indicative behaviours that must be followed by all Supervisors when offering and performing Coaching Supervisor Services. In this Part, you will find all the appropriate guidance with regards to the Supervisor-Coach Relationship and behaviour that is expected of you when**

**performing your Coaching Supervisor Services.**

**It is important to note that the use of AI will not be used by Coaching Minds' Supervisors in their interactions with coaches.**

**If you are a Supervisor you agree to fully read, understand and operate by our Code of Conduct at all times within your Coaching Supervision Practice.**

**In this Part 2, you will find:**

**Principles: The overarching and fundamental principles that are expected of all Supervisors.**

**Outcomes: These capture the outcomes, that when achieved show that Supervisors are living by the Principles.**

**Indicative Behaviour: Further behaviours that will indicate you are operating within this Code as an ethical and professional Supervisor.**

## **Principles**

**Our Professional Code of Conduct adopts 8 Principles that we believe define the fundamental, ethical and professional standards that should be expected of all Supervisors and Coach Supervision Services.**

The Principles

1. Act with Integrity.
2. Act within the best interests of each Coach.
3. Provide a proper standard of service to Coaches.
4.  
Behave in a way that maintains the trust in the provision of Coach Supervision Services.
5. Comply with your legal obligations.
6. Run your business effectively with proper governance. 7.  
Encourage equality and Respect Diversity.
8.  
Encourage high standards of professionalism including understanding and adherence to this Code.

**As a Supervisor, you agree to comply with these 8 Principles when operating your Coach Supervision Services.**

## Principle 1: Act with Integrity

**1.1 Personal integrity is central to your role as the Coach's trusted Supervisor.**

**1.2 You will accurately and honestly represent your relevant professional qualifications, professional body to which you belong, experience, training, certifications and accreditations to Coaches, sponsors and colleagues.**

# Principles

**1.3 In communication with any party, you will accurately and honestly represent the value you provide as a Supervisor.**

**1.4 You will ensure that no false or misleading claims are made, or implied, about your professional competence, qualifications or accreditation in any published, promotional material or otherwise.**

**1.5 You will attribute ownership and credit of work, ideas and materials of others to the originator and not claim it as your own.**

**1.6 You will act within applicable law and not in any way encourage, assist or collude with conduct which is dishonest, unlawful, unprofessional or discriminatory.**

## **Principle 2: Act in the best interests of each Coach**

**2.1 You should always act in good faith and do your best for each of your Coaches.**

**2.2 You should observe your duty of confidentiality to your Coach.**

**2.3 You should observe your obligations with regards to conflict of interest.**

# **Principles**

**Principle 3: Provide a proper standard of service to your Coaches**

**3.1 You should provide a proper standard of care for your Coaches, including exercising competence, skill and diligence.**

**3.2 Take into account the individual needs of each Coach.**

## **Principle 4: Behave in a way that maintains the trust in the provision of Coach Supervision Services**

**4.1 Members of the public should be able to put their trust in you. Any behaviour that undermines this trust will not only damage you but also the Profession.**

**4.2 You will behave in a way that at all times reflects positively upon and enhances the reputation of an increasingly professionalised service.**

## **Principle 5: Comply with your legal obligations**

**5.1 You must understand and comply with the relevant laws that apply to the running of your Coach Supervision Services.**

# **Principles**

**Principle 6: Run your business effectively with proper governance**

**6.1 You should ensure that your business is well run for the benefit of your Coaches.**

**6.2 You should understand your business processes and the journey for your Coaches through your services.**

## **Principle 7: Encourage equality and Respect Diversity**

**7.1 You will avoid knowingly discriminating on any grounds and will seek to enhance your own awareness of possible areas of discrimination.**

**7.2 You will be cognisant of the potential for unconscious bias and seek to ensure that they take a respectful and inclusive approach, which embraces and explores individual difference.**

**7.3 You will challenge any colleagues, employees, service providers, clients or participants who are perceived to be using discriminatory behaviour.**

**7.4 You will monitor their spoken, written and non-verbal communication for inadvertent discrimination.**

# **Principles**

**Principle 8: Encourage high standards of professionalism including understanding and**

## adherence to this Code

**8.1 You will act in accordance with Part 1 of this Code of Conduct at all times within your own Coaching practice.**

**8.2 You will support, encourage and promote compliance with this Code of Conduct through your Coach Supervision Services.**

## Code of Conduct

**Alongside the 8 Principles for ethical Coaching Supervision Services, it is also important to take note of our Outcomes (O.X) which describe what we at Coaching Minds expect our**

**Supervisors to achieve, in order to comply with the principles. You should also take note of our Indicative Behaviours (IB.X) which shows the behaviour that adheres to our Code.**

## **1 Exercising Care for your Coaches**

**O(1.1) You provide services to your Coaches in a manner which protects their interests.**

**O(1.2) You obtain the necessary resources, training and skills to be able to Supervise your Coaches' needs.**

**O(1.3) The service you provide is competent, delivered in a timely manner and takes into account your Coaches' needs.**

**O(1.4) Coaches are made aware of this Code of Conduct and of our Complaints Procedure at the outset of your Coach Supervision.**

**O(1.5) Coaches receive the best possible and appropriate information regarding the structure of your Coaching Supervision, including the duration of Supervision and pricing.**

**O(1.6) You will ensure that the setting in which any Supervision or training takes place offers optimal conditions for learning and reflection and therefore a higher likelihood of achievement of the goals set in the contract.**

## **Code of Conduct**

**O(1.7) You will avoid any romantic or sexual relationship with your Coach and take appropriate action to avoid intimacy or cancel the engagement in order to provide a safe environment.**



**O(1.8) You will raise the Coach's awareness of their duty of care to their Clients.**

**O(1.9) You will intervene appropriately where ethical issues arise with your Coach and their Clients.**

**IB(1.1) Agreeing appropriate levels of service with Coaches with the frequency of communication and the method of communication.**

**IB(1.2) Explaining any limitations or conditions on what can be offered to Coaches.**

**IB(1.3) Considering whether to refuse to Supervise or cease to Supervise because you cannot act in the Coaches' best interests.**

**IB(1.4) If you have ceased Supervision, providing the Coach with suitable options or alternatives.**

**IB(1.5) Providing a clear breakdown of costs with no hidden fees.**

**IB(1.6) Being responsible for setting and maintaining clear, appropriate and culturally sensitive boundaries.**

# **Code of Conduct**

## **2 Equality and Diversity**

**O(2.1) You do not discriminate unlawfully, victimise or harass anybody in the course of your professional dealings as a Supervisor.**

**O(2.2) You provide Coaching Supervision to Coaches in a way that respects diversity.**

**O(2.3) You will be cognisant of the potential for unconscious bias and seek to ensure that you take a respectful and inclusive approach, which embraces and explores individual difference.**

**IB(2.1) Providing a public statement or making commitment to equality and diversity known.**

**IB(2.2) Engaging in developmental activities that are likely to increase your self-awareness in relation to equality and diversity.**

**IB(2.3) Enrolling onto further Continuous Professional Development (CPD) courses to educate yourself on important diverse topics such as Mental Health, Neuro-Diversity, Cross Cultural Coaching etc. and also encouraging Coaches to do so.**

# **Code of Conduct**

## **3 Conflicts of Interest**

**O(3.1) You have measures in place to help you identify a conflict of interest.**

**O(3.2) You do not act if there is an 'own interest' conflict.**

**O(3.3) You do not act if there is a Coach or Client (in your Coaching Capacity) conflict of interest.**

**O(3.4) You do not exploit a Coach or seek to gain any inappropriate financial or non-financial advantage from the relationship.**

**O(3.5) To avoid any conflict of interest, you will distinguish a professional relationship with a Coach from other forms of relationships.**

**O(3.6) You are aware of the potential for conflicts of interest of either a commercial or personal nature arising through the working relationship and address them quickly and effectively in order to ensure that there is no detriment to your Coach.**

**O(3.7) You will disclose any conflict openly with your Coach and agree to withdraw from the relationship if a conflict arises which cannot be managed effectively.**

## **Code of Conduct**

**O(3.8) You respect a Coach's right to terminate an engagement at any point in the process, subject to your provisions in your Coach Supervision Agreement.**

**O(3.9) You support and provide guidance to your Coaches with regards to potential interests that may arise in their Coaching Practice.**

**IB(3.1) Declining to act for Coaches where a conflict of interest has arisen.**

**IB(3.2) Declining to act for Coaches where it is outside your area of expertise and sticking within your competence.**

**IB(3.3) Considering the impact of any Coach relationships on other Coach relationships and discussing any potential conflict of interest with those who might be affected.**

**IB(3.4) Encouraging your Coach to terminate the Coach Supervision engagement if it is believed that the Coach would be better served by another practising Supervisor.**

**IB(3.5) Developing and building working relationships with other Supervisors to assist in the transferring of a Coach if needed due to a conflict of interest.**

# Code of Conduct

## 4 Confidentiality

**O(4.1) You keep the affairs of your Coach confidential unless required to disclose by law or with permission for educational purposes.**

**O(4.2) You make Coaches aware of Confidentiality.**

**O(4.3) You do not act if there is a conflict of interest.**

**O(4.4) You will keep, store and dispose of appropriate and accurate records of Coaches information, including electronic files and communications, in a manner that ensures confidentiality, security and privacy, and you will comply with all relevant laws and agreements that exist in your country regarding data protection and privacy.**

**O(4.5) You will ensure that you have a Privacy Policy in place, stating specifically how your Coach's Data will be stored, handled and which informs Coaches of their rights regarding such information as required d by the governing law of your country.**

**O(4.6) You support and guide your Coaches to ensure that they are fully aware of the importance of confidentiality in their own Coaching Practice.**

# Code of Conduct

**IB(4.1) You do not act or cease to act for a Coach where you may hold confidential information about a related party as another Coach or Client (in your Coaching Capacity).**

**IB(4.2) You highlight Confidentiality and this part of the Code to your Coach at the outset.**

**IB(4.3) You remind your Coach at the start of each session that all interaction is strictly confidential.**

# Code of Conduct

## 5 Excellent Practice

**O(5.1) You are up-to-date and comply with all relevant statutory requirements in your country in which your professional work takes place and work within any organisational policies and procedures you have in place.**

**O(5.2) You will have the appropriate professional indemnity insurance to cover your Coaching Supervision work for the county in which you operate.**

**O(5.3) You understand that the consequences of a breach of this Code of Conduct as stated in Part 4 (below).**

**O(5.4) You will always behave in a way that at all times reflects positively upon and enhances the reputation of Coaching Minds and the Profession.**

**O(5.5) You will explore your coach's understanding of ethical and boundary issues.**

**O(5.6) You will raise your coach's awareness of their duty of care to the Client.**

**O(5.7) You will develop your level of Supervision competence by participating in relevant and appropriate training and/or continuing professional development (CPD).**

## **Code of Conduct**

**O(5.8) You make a contribution to the professional community that is appropriate to your level of expertise. For example, providing peer support to other practising Supervisors, contributing to advancing the Profession, research and writing etc.**

**O(5.9) You will keep at the core of your Supervision the purpose of developing a reflective practice in your Coach.**



**IB(5.1) Building confidence in a Coach both within themselves and in their Coaching Practice.**

**IB(5.2) Challenging other Coaches and Supervisors if they have reasonable cause to believe that they are acting in an unethical manner and, failing resolution, will report that person to Coaching Minds.**

**IB(5.3) Systematically evaluating the quality of services through feedback from Coaches, other Supervisors and other relevant parties.**

**IB(5.4) Exploring the Coach's understanding of ethical practice and boundaries.**

**IB(5.5) Being mindful of your Coach's wellbeing and providing the necessary support.**



## Part 3

# Coaching

# Organisations

# Introduction

**This Part 3 of our Professional Code of Conduct lays out the principles, that must be followed by all Organisations offering and performing Coaching Services. In this Part, you will find all the appropriate guidance with regards to Coaching Businesses/Organisations.**

**If you are a Coaching Business or Organisation then you agree to fully read, understand and operate by our Code of Conduct at all times.**

**In this Part 3 you will find:**

**Principles: The overarching and fundamental principles that are expected of all Coaches.**

**We have not provided any outcomes or indicative behaviours for Organisations, as these will be met providing their members abide by Parts 1 & 2 of the Code and necessary training has been put in place.**

# Principles

**Our Professional Code of Conduct adopts 11 Principles that we believe define the fundamental, ethical and professional standards that should be expected of all Organisations in the Profession.**

## The Principles

- 1. Act with Integrity.**
- 2. Act within the best interests of the Profession. 3.**  
Provide a proper standard of Service.
- 4.**  
Behave in a way that maintains the trust in the provision of Service.
- 5. Comply with legal obligations.**
- 6. Run Organisation effectively with proper governance. 7.**  
Encourage Equality and Respect Diversity.
- 8.**  
Encourage high standards of professionalism including understanding and adherence to this Code.
- 9.**  
Ensure all members of the Organisation operate within this Code.
- 10. Engage, Support and Promote the Profession.**
- 11. Appropriate Use of Artificial Intelligence (AI)**

**As a Coaching Business or Organisation, you agree to comply with these 11 Principles when conducting all business in the Profession.**

**As a Coaching Business, Coaching Minds adheres to these principles at all times.**

# Principles

## Principle 1: Act with Integrity

**1.1 Integrity is central to your role as a trusted Organisation in the Profession.**

**1.2 You will accurately and honestly represent the Organisation's and all members, employees, contractors, Coaches and Supervisors, relevant professional qualifications, professional body to which you belong, experience, training, certifications and accreditations to all members of the Profession.**

**1.3 In communication with any party, you will accurately and honestly represent the value you provide as an Organisation.**

**1.4 You will ensure that no false or misleading claims are made, or implied, about your Organisation's professional competence, qualifications or accreditation in any published, promotional material or otherwise.**

**1.5 You will attribute ownership and credit of work, ideas and materials of others to the originator and not claim it as your own.**

**1.6 You will act within applicable law and not in any way encourage, assist or collude with conduct which is dishonest, unlawful, unprofessional or discriminatory.**

# Principles

## Principle 2: Act in the best interests of the Profession

**2.1 You will always act in good faith when conducting your business.**

**2.2 You will observe your duty of confidentiality as an Organisation.**

**2.3 You will observe your obligations with regards to conflict of interest that may arise with your Organisation or members of your Organisation.**

## Principle 3: Provide a proper standard of Service

**3.1 You will provide a proper standard of care for your members, customers, Clients, Coaches and Supervisors, including exercising competence, skill and diligence.**

**3.2 You will take into account the individual needs of each of your members, customers, Clients, Coaches and Supervisors.**

# Principles

## Principle 4: Behave in a way that maintains the trust in the provision of Service

**4.1 Members of the public should be able to put their trust in your Organisation and its members. Any behaviour that undermines this trust will not only damage you but also the Profession.**

**4.2 Your Organisation will behave in a way that at all times reflects positively upon and enhances the reputation of an increasingly professionalised service.**

## Principle 5: Comply with your legal obligations

**5.1 Your Organisation must understand and comply with the relevant laws that apply to the running of your Services.**

## Principle 6: Run your Organisation effectively with proper governance

**6.1 You should ensure that your Organisation is well run for the benefit of your members, customers, Clients, Coaches and Supervisors.**

**6.2 You should have clearly defined governance processes within your Organisation that are adhered to.**

## Principles

### Principle 7: Encourage equality and Respect Diversity

**7.1 You will avoid knowingly discriminating on any grounds and will seek to enhance your Organisation's own awareness of possible areas of discrimination.**

**7.2 Your Organisation will be cognisant of the potential for unconscious bias and seek to ensure that they take a respectful and inclusive approach, which embraces and explores individual difference.**

**7.3 Your Organisation will challenge any colleagues, employees, service providers, Clients or participants who are perceived to be using discriminatory behaviour.**

**7.4 You will monitor their spoken, written and non-verbal communication for inadvertent discrimination.**

**Principle 8: Encourage high standards of professionalism including understanding and**



## adherence to this Code

**8.1 Your Organisation will act in accordance with this Code of Conduct at all times.**

**8.2 Your Organisation will support, encourage and promote compliance with this Code of Conduct through your Services.**

# Principles

## Principle 9: Ensure all members of the Organisation adhere to this Code

**9.1 Your Organisation will have appropriate measures in place to ensure that all of its members adhere to this Code of Conduct including policies, processes and correct governance.**

**9.2 Your Organisation will ensure that it has necessary training in place to brief it's members on this Code of Conduct.**

## Principle 10: Engage in, Support and Promote the Profession

**10.1 Your Organisation will engage in, support and promote the Profession to uphold a positive reputation.**

**10.2 Your Organisation will look to develop strategies to make a positive Social Impact. Including the publication of a Social**

## **Impact Pledge and a Climate Change Action Plan.**

**10.3 Your Organisation will highlight, challenge and attempt to correct and mitigate malpractice within the profession when observed.**

# **Principles**

## **Principle 11: Appropriate Use of Artificial Intelligence (AI)**

**11.1 Your Organisation will ensure that members, clients and coaches are fully informed about the use of AI in your organisation. This includes explaining the purpose, limitations and potential implications of AI technologies in business.**

**11.2 Your Organisation should uphold strict confidentiality and privacy standards when using AI tools. They must ensure that any personal data processed by AI systems is secure and protected from unauthorised access or disclosure. Any data collected or generated by AI should be used solely for the purpose of business as stipulated in your Privacy Policy and with the client's or coach's explicit consent.**

**11.3 Your Organisation should continually evaluate the effectiveness and impact of AI on the business processes and customer outcomes. This includes seeking feedback from customers, monitoring the quality of AI-generated insights and**

**making adjustments to ensure that AI enhances rather than detracts from the user experience.**

**11.4 Your Organisation is ultimately responsible for the ethical use of AI in your business. You should take responsibility for any decisions or actions resulting from the use of AI tools, including addressing any adverse effects or unintended consequences on customers. You should also be prepared to justify your use of AI in accordance with ethical standards.**



# Part 4

# Breaches of the

# Code

## Introduction

**This Part 4 of our Professional Code of Conduct sets out the processes for an identified or potential breach of this Code. In this Part, you will find all the appropriate guidance on all breaches.**

**In this Part 4 you will find the necessary information on:**

- 1. Reporting a Breach**
- 2. The Investigation Process**
- 3. Possible Remedies**
- 4. Consequences of a Breach**

**These processes apply to Clients, Coaches, Supervisors, Organisations or any other party that wishes to report a breach of our Professional Code of Conduct.**

## **Reporting a Breach**

**At Coaching Minds we have ethics at the heart of our Coaching and ensure we have all the necessary measures and training in place for all of our Coaches and Supervisors. If you feel there has been a breach of this Professional Code of Conduct, then you may submit a complaints form via our website.**

**In order for us to investigate the potential breach efficiently and effectively, we ask that you highlight 'Breach of Code' in your email subject and provide the following in your correspondence:**

- 1. Name of Coach/Supervisor potential breach is against.**
- 2. Information regarding your Coaching/Supervision.**
- 3. Which Part of the Code you believe to have been breached (confidentiality, conflict of interest etc.)**
- 4. Any important dates and times.**
- 5. Amount paid for Coaching.**
- 6. Any evidence that supports or shows a breach.**

**You will receive acknowledgement of receipt and we will begin our Investigation Process as defined below.**

## **Our Investigation Process**

**At Coaching Minds we take any proposed breach of this Code of Conduct seriously and aim to investigate and conclude with the appropriate remedy within 10 Working Days.**

**The Process:**

**1**

**2 3 4 5 6**

**Remedy** Finally we will take the necessary steps to attempt to remedy the breach, where a decision for remedy has been made.

**Acknowledge and begin**

**Investigation** We will acknowledge receipt of your email and begin investigations.

**Review Evidence**

We will review the evidence provided to identify if there has been a breach.

**Contact Coach/Supervisor**

We will notify and speak to the Coach/Supervisor the breach has been raised against to gather further information.

**Decide Outcome based on**

**Evidence** After reviewing evidence and contacting the Coach/Supervisor, we will reach an appropriate outcome.

**Provide Written Response**

**and Next Steps** We will then provide you with a written response detailing our investigation and highlighting next steps.

**Take appropriate action to**

**Possible Remedies**



**If we have found that there has been a breach of this Code of Conduct by one of our Coaches/Supervisors then through best endeavours we will provide you with one or more of the possible remedies within our power.**

**The potential remedies are:**

### **Specific Performance**

**We may instruct the Coach to specifically do or to not do something with an attempt to resolve the breach. This can range from a change in their behaviour or Coaching to issuing you with a refund.**

### **Re-Allocation**

**We may offer you an alternative Coach or Supervisor and re allocate you.**

### **Goodwill Gesture**

**We may offer you a goodwill gesture in terms of free access to one of our courses, our Coaching Minds Hub or other services that we offer. We may also ask the Coach to provide you with a goodwill gesture.**

**If you are not happy with the outcome of your case, then you can follow our escalation process that will be contained within our response.**

## **Consequences of a Breach**

**If we have found that there has been a serious breach of this Code of Conduct, then we will take the necessary action towards the Coach/Supervisor who has committed the breach.**

**As per Parts 1&2 of this Code, as a Coaching Minds Coach or Supervisor, you acknowledge and understand the potential consequences for a breach of ethics.**

### **Removal From Coaching Minds**

**A serious breach of the code may result in you being completely removed from Coaching Minds and being stripped of your Certification/Accreditation with us.**

### **Resitting of Ethics Exam (at cost)**

**A serious breach of the code may result in you being asked to resit our Ethics exam at the cost of £49.00. Refusal to resit the test when instructed to do so, will result in removal from Coaching Minds as above.**

### **Written Warning**

**You will be given a written warning for a breach of this Code. However, depending on the severity of the breach, one of the above may also apply.**

