

QPOL 008 – Coaching Code of Ethics

LEVEL 1 – EXECUTIVE

REVISION LEVEL – 0

LAST REVISED DATE – 24 August 2007

Purpose: The purpose of this policy is to define the askacoach.com Coaching Code of Ethics.

Methodology: This policy is defined in terms of a Coaching Code of Ethics. Any changes to this policy must follow the steps outlined in the **Document Control – Internal Procedure (QPROC 011)**.

Coaching Code of Ethics: All Directors, employees, associates and subcontractor coaches of Incredible Awareness Pty Ltd and the askacoach.com service are required to agree to and sign a copy of this Coaching Code of Ethics. All signed declarations are kept on file with Incredible Awareness Pty Ltd. Any breaches of these standards may lead to the termination of contracts or agreements, without compensation, with Incredible Awareness Pty Ltd.

All Directors, employees, associates and subcontractor coaches will:

- o Consistently comply with all points listed in this Coaching Code of Conduct Policy (QPOL 008).
- o Consistently comply with either the Code of Ethics of the International Coach Federation (www.coachfederation.org) and/or the European Coaching Institute (www.europeancoachinginstitute.org).
- o To never give advice of any sort or in any manner, and to ensure to the best level possible that the client understands that advice is not being given. Instead, we provide clarifying questions, awareness exercises and supportive resources which may support the client in making their own choices and decisions, and which may support the client in electing to try different and new approaches in achieving their stated objectives.
- o Treat all other members of Incredible Awareness Pty Ltd, clients and potential clients with respect, equality, honesty, dignity and loyalty. And not to condone or engage in discrimination based on age, colour, culture, disability, ethnic group, gender, race,

religion, sexual orientation, marital status or socio-economic status.

- o Do all within their power to ensure the good name of Incredible Awareness Pty Ltd and the askacoach.com service, and the coaching industry as a whole remains positive and to notify Incredible Awareness Pty Ltd of any potential situations that may threaten its reputation.
- o Keep confidential all Incredible Awareness Pty Ltd training methods and trade secrets.
- o Make and maintain clear and commonsense agreements with clients.
- o Maintain consistent punctuality, meet all deadline and performance requirements and provide the best possible service to clients and always represent their true level of competence and experience based on known information.
- o Ensure that there is never a misrepresentation of Incredible Awareness Pty Ltd and the askacoach.com service, or mislead clients by making claims that cannot be reasonably achieved.
- o Keep all client information private and confidential, and abide by all the training and rules related to the askacoach.com website and Customer Relationship Management systems. Disclosure of information is only ever permitted where express written permission from the client is obtained, or as otherwise required by law. See also the Privacy Policy (QPOL 002).
- o Only use the, training manuals and approved coaching resource materials supplied by Incredible Awareness Pty Ltd or its approved partners and alliances, as the basis for any coaching services provided.
- o Become a product of the product. To set predetermined, personally worthwhile goals, take positive action toward the achievement of those goals and to accept full responsibility for any actions taken by you.
- o Always put forth best efforts to protect and enforce the Incredible Awareness Pty Ltd and askacoach.com service philosophy of helping to make the world a better place by helping others understand themselves and to share their skills and knowledge with all they come in contact with as appropriate and comfortable to do.

All questions, comments and/or concerns about this Coaching Code of Ethics are to be directed to info@askacoach.com. It is the responsibility of the person signing this agreement to seek out clarification regarding any of the content and/or meaning of this document prior to signing.