

KENT Coaching and Mentoring

KENT COACHING AND MENTORING CODE OF CONDUCT

Client and Coach Relationship

1. All clients are to be treated with dignity, honour, confidentiality and integrity, fully respecting their values, beliefs and goals.
2. All commercial agreements must be honest, fair for all parties concerned and be honoured at all times by the Coach.
3. Commercial agreements are to be clearly stated and worded to avoid any confusion. All such agreements are to include the expectations of both parties and be fully explained at the beginning of the coaching relationship.
4. Coaches shall suggest different coaches or resources when the client's needs would be better served elsewhere.
5. Whenever the potential for a conflict of interest might arise Coaches shall immediately discuss the conflict with the client and advise a Kent Coaching and Mentoring member. All conflicts of interest are to be resolved in whatever way best serves the client.
6. The Code of Conduct will be made freely available to clients upon request.
7. Every Coach shall consider it their responsibility to withdraw from practice if life circumstances render them 'unfit' to offer the highest standards of care to their client e.g. during periods of ill health.
8. In cases where the Coach has a dual qualification and additional professional responsibility (e.g. member of the emergency or medical services) it shall become their professional responsibility to be aware of any professional conflicts which may arise in terms of their duty of care or moral obligation and to seek any clarification needed from their relevant professional bodies.

Confidentiality

1. Respect the commercial confidentiality of Kent Coaching and Mentoring and its Associate companies by not divulging business information to any third parties.
2. Obtain written permission from any client or potential client before releasing their names as referees.
3. Respect the absolute rights of clients' confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
4. Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess.
5. Respect all copyrights, agreements, work, intellectual property, trademarks and comply with all laws covering such areas.

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Professional Conduct

1. All Kent Coaching and Mentoring representatives should always conduct themselves to the highest levels of ethics, integrity, accountability and responsibility.
2. Maintain the good reputation of the coaching profession in general and Kent Coaching and Mentoring in particular.
3. Comply with both the spirit and the letter of any commercial agreements made with clients, potential clients, professional colleagues and Kent Coaching and Mentoring.
4. Represent true levels of status, title, competence and experience in order not to mislead, misrepresent or defraud.
5. Clearly state to clients and potential clients, the terms of any commercial agreement including the expectations of both parties.
6. Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.
7. Appropriately refer clients to other agencies, resources or coaches when these will be more appropriate to the clients' needs.
8. Avoid all conflicts of interests and give notice of such potential conflicts to Kent Coaching and Mentoring.
9. Advise both Kent Coaching and Mentoring and the client on the risk of conflict if a relationship moves beyond a coach/client situation. (For example a personal or business relationship.)
10. Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess
11. Respect all copyrights, agreements, work, intellectual property, trademarks and comply with all laws covering such areas
12. At all times maintain the standards, values and methodologies of Kent Coaching and Mentoring.
13. Refrain from coaching minors (people who have not yet had their 18th birthday) unless the express, written consent of parent, guardian or teacher as appropriate, has been obtained.
14. Coaches shall inform Kent Coaching and Mentoring immediately if a situation arises which may create conflict, or generate litigation or bad publicity in relation to their Coaching practice.
15. Uphold all the laws and bye-laws of the UK and, if working abroad or coaching clients based abroad, with the laws of the client's country
16. Ensure that all promotional materials, regardless of their format, are legal, decent, truthful, honest and comply with the requirements of the UK Advertising Standards Authority.
17. Coaches must take out professional indemnity insurance.
18. Kent Coaching and Mentoring reserves the right to terminate membership.