

The International Coaching Federation Code of Ethics

Part One: The ICF Philosophy of Coaching

The International Coach Federation adheres to a form of coaching that honours the coaching counterpart as the expert in his/her life and work and believes that every coaching counterpart is creative, resourceful, and whole. Standing on this foundation, the coach's responsibility is to:

- Discover, clarify, and align with what the coaching counterpart wants to achieve;
- Encourage coaching counterpart self-discovery;
- Elicit coaching counterpart-generated solutions and strategies;
- Hold the coaching counterpart responsible and accountable.

Part Two: The ICF Definition of Coaching

Professional Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations. Through the process of coaching, coaching counterparts deepen their learning, improve their performance, and enhance their quality of life.

In each meeting, the coaching counterpart chooses the focus of conversation, while the coach listens and contributes observations and questions. This interaction creates clarity and moves the coaching counterpart into action. Coaching accelerates the coaching counterpart's progress by providing greater focus and awareness of choice. Coaching concentrates on where coaching counterparts are now and what they are willing to do to get where they want to be in the future. ICF member coaches and ICF credentialed coaches recognize that results are a matter of the coaching counterpart's intentions, choices and actions, supported by the coach's efforts and application of the coaching process

Part Three: The ICF Standards of Ethical Conduct

Professional Conduct At Large

As a coach:

1. I will conduct myself in a manner that reflects positively upon the coaching profession and I will refrain from engaging in conduct or making statements that may negatively impact the public's understanding or acceptance of coaching as a profession.
2. I will not knowingly make any public statements that are untrue or misleading, or make false claims in any written documents relating to the coaching profession.
3. I will respect different approaches to coaching. I will honour the efforts and contributions of others and not misrepresent them as my own.
4. I will be aware of any issues that may potentially lead to the misuse of my influence by recognising the nature of coaching and the way in which it may affect the lives of others.
5. I will at all times strive to recognize personal issues that may impair, conflict or interfere with my coaching performance or my professional relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s).
6. As a trainer or supervisor of current and potential coaches, I will conduct myself in accordance with the ICF Code of Ethics in all training and supervisory situations.
7. I will conduct and report research with competence, honesty and within recognized

scientific standards. My research will be carried out with the necessary approval or consent from those involved, and with an approach that will reasonably protect participants from any potential harm. All research efforts will be performed in a manner that complies with the laws of the country in which the research is conducted.

8. I will accurately create, maintain, store and dispose of any records of work done in relation to the practice of coaching in a way that promotes confidentiality and complies with any applicable laws.
9. I will use ICF member contact information (email addresses, telephone numbers, etc.) only in the manner and to the extent authorized by the ICF.

Professional Conduct With Coaching Counterparts

1. I will be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact that I may have with my coaching counterparts.
2. I will not become sexually involved with any of my coaching counterparts.
3. I will construct clear agreements with my coaching counterparts, and will honour all agreements made in the context of professional coaching relationships.
4. I will ensure that, prior to or at the initial session, my coaching counterpart understands the nature of coaching, the bounds of confidentiality, financial arrangements and other terms of the coaching agreement.
5. I will accurately identify my qualifications, expertise and experience as a coach.
6. I will not intentionally mislead or make false claims about what my coaching counterpart will receive from the coaching process or from me as their coach.
7. I will not give my coaching counterparts or prospective coaching counterparts information or advice I know or believe to be misleading.
8. I will not knowingly exploit any aspect of the coach-coaching counterpart relationship for my personal, professional or monetary advantage or benefit.
9. I will respect the coaching counterpart's right to terminate coaching at any point during the process. I will be alert to indications that the coaching counterpart is no longer benefiting from our coaching relationship.
10. If I believe the coaching counterpart would be better served by another coach, or by another resource, I will encourage the coaching counterpart to make a change.
11. I will suggest that my coaching counterparts seek the services of other professionals when deemed appropriate or necessary.
12. I will take all reasonable steps to notify the appropriate authorities in the event a coaching counterpart discloses an intention to endanger self or others.

Confidentiality/Privacy

1. I will respect the confidentiality of my coaching counterpart's information, except as otherwise authorized by my coaching counterpart, or as required by law.
2. I will obtain agreement from my coaching counterparts before releasing their names as coaching counterparts or references, or any other coaching counterpart identifying information.
3. I will obtain agreement from the person being coached before releasing information to another person compensating me.

Conflicts of Interest

1. I will seek to avoid conflicts between my interests and the interests of my coaching counterparts.
2. Whenever any actual conflict of interest or the potential for a conflict of interest

- arises, I will openly disclose it and fully discuss with my coaching counterpart how to deal with it in whatever way best serves my coaching counterpart.
3. I will disclose to my coaching counterpart all anticipated compensation from third parties that I may receive for referrals of that coaching counterpart.
 4. I will only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship.

Part Four: The ICF Pledge of Ethics

As a professional coach, I acknowledge and agree to honour my ethical obligations to my coaching counterparts and colleagues and to the public at large. I pledge to comply with the ICF Code of Ethics, to treat people with dignity as independent and equal human beings, and to model these standards with those whom I coach. If I breach this Pledge of Ethics or any part of the ICF Code of Ethics, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICF for any breach may include loss of my ICF membership and/or my ICF credentials.