



INTERNATIONAL AUTHORITY FOR  
**PROFESSIONAL  
COACHING & MENTORING**  
Experts in Accreditation since 1998

# Code of Professional Conduct

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As an accrediting body, the International Authority for Professional Coaching & Mentoring needs to be assured that our members are practising safely, effectively and lawfully. We do this by setting out a Code of Professional Conduct identifying key standards of practise which form the benchmark of the conduct expected.

All members of the International Authority for Professional Coaching & Mentoring have an obligation to raise and maintain the standards of the profession of Coaching and Mentoring to ensure that we have the highest levels of client satisfaction, the best outcomes for clients and we can uphold public trust and confidence in the industry.

Members of the International Authority for Professional Coaching & Mentoring include;

- **Coaches**
- **Mentors**
- **Training Providers**

Each coach, mentor and training provider will be required to deliver their practice in accordance with the International Authority for Professional Coaching & Mentoring's Code of Professional Conduct. These standards are considered essential to deliver safe and effective practice within the profession. They set out what all coaching and mentoring students must be able to demonstrate on completion of their training to form part of their accreditation and all members must be able to evidence ongoing delivery against these standards as part of their reaccreditation with the International Authority for Professional Coaching & Mentoring.

If your practice is called into question, we will consider these standards in deciding what action, if any, the Professional Standards department need to take.

The International Authority for Professional Coaching & Mentoring recognises that the scope for Coaching, Mentoring and Training is vast and varied and different members will have different areas of practice. For the purposes of clarity, the scope of your practice is the area or areas of your profession in which you have the knowledge, skills and experience to practise. Therefore, these standards must not be considered in isolation. All our members will be expected to deliver our standards in conjunction with any other standards or codes of conduct within the field for which they practise.

We recognise that a member's scope of practice may change over time which will need to be declared each time accreditation is renewed.

For the purposes of this document, 'client' refers to the person/persons who are in receipt of the services that are provided by the Coaches, Mentors and Training Providers who are accredited through the International Authority for Professional Coaching & Mentoring. The term 'provider' refers to the Coach, Mentor and/or Training Provider who are delivering the service.

# 1.

## **Delivering exceptional client care**

**The provider must:**

- Ensure that clients are fully informed of the services that they are purchasing.
- Ensure that the client understands the terms of their contract with you, the provider.
- Agree the full costs of services prior to delivery of services and must not change during that contract of service unless by agreement.
- Have a clear, easy to use and accessible complaints procedure.

## 2.

# Protecting the rights of the client

The provider must:

- Inform all clients how to complain if they are not satisfied with the service received.
- Ensure that any information that they hold about a client is protected in accordance with Data Protection laws of the country within which they operate.
- Have a clear confidentiality policy in place and ensure that the client is fully briefed of the terms of such policy.

## The provider must not:

- Treat anyone differently because they have raised a complaint.
- Abuse the clients trust.
- Form inappropriate relationships with the client outside of the boundaries of the professional relationship.
- Accept money from the client for anything other than what has been agreed within their contract of services with the client.
- Accept gifts from the client during the contract of service. Any gifts received as a thank you must only be of nominal value and must be recorded.
- Give misleading information to the client.

### 3.

## **Establishing and maintaining public trust and confidence within the profession**

The provider must:

- Treat all clients with dignity and respect.
- Be open, honest, reliable and fair.
- Contribute to the field of coaching and/or mentoring by sharing best practise and support the development of the profession to be world class.
- Work lawfully and safely.

## The provider must not:

- Abuse their power or position.
- Discriminate against anyone. They must not be judgemental and must be comfortable with working with people's differences whether culture, gender, religion, age sexuality, race etc.
- Behave in a way, whilst working or not working, which would call into question their suitability to work in the field.
- Put themselves or others in any unnecessary risk.
- Do anything that would bring the reputation of the profession or the International Authority for Professional Coaching & Mentoring into disrepute.

# 4.

## Accountability

The provider must:

- Take responsibility for maintaining and improving their knowledge and skills within their field of practice.
- Seek feedback from clients to improve service and apply that feedback to further develop their practise.
- Demonstrate a commitment to Continued Professional Development (CPD) and be able to evidence the impact of CPD on their practise.
- Have an awareness of their own values and to reflect how those values impact on their practise.
- Be aware of any personal difficulties that would prevent them from delivering the best service and take action to ensure the quality of their service is not compromised.
- Work openly and cooperatively with the client and the International Authority for Professional Coaching & Mentoring.

# 5.

## Practising safely and within the scope of practice

The provider must:

- Be aware of their own capabilities and limitations. They must suggest referrals where appropriate and never engage in any practice that is outside their knowledge or skill level that could negatively affect the client.
- Adhere to other ethical and legal frameworks within the scope of their practise i.e. child protection legislation, safeguarding of vulnerable adults, veil of privilege etc.
- Manage workload accordingly.
- Be able to recognise and respond to risk appropriately.
- Have the ability to respond to unexpected situations.

# 6.

## Effective communication

The provider must:

- Ensure that communication with the client is clear, thorough and relevant to the nature of the service contracted for and delivered.
- Give clear timeframes for which they will respond to communication and respond within those timeframes, where reasonable.
- Actively listen and use a range of different interpersonal skills and appropriate forms of communication relevant to the client's needs.
- Be aware of communication and the impact this can have on a range of factors e.g. gender, age, culture etc.
- Critically reflect on their practice and be aware of bias e.g. cognitive bias, unconscious bias etc.

# 7.

## Honesty and trustworthiness

The provider must:

- Be on time for appointments or communicate problems as soon as they are known.
- Respect confidentiality unless it falls into one of the categories where confidentiality may be broken. These must be agreed with the client during the contracting stage. The International Authority for Professional Coaching & Mentoring list the following examples when confidentiality may be broken:
  - Where the client has disclosed significant harm to themselves or others
  - Any child protection concerns
  - Information received regarding terrorist activities
  - Involvement in illegal activity
  - Information that the Coach is required by law to disclose

- Deliver what they say they will deliver.
- Be open with the client when things go wrong.
- Be honest about qualifications, experience, capabilities and accreditations.
- Be accountable and accept responsibility for their choices, decisions and actions.
- Be co-operative with the International Authority for Professional Coaching & Mentoring in any investigation about them.
- Notify the International Authority for Professional Coaching & Mentoring of any relevant convictions that would breach their ability to practice.
- Declare any conflicts of interest to the client when they arise and agree a course of action. This is defined as a provider who is involved in singular or multiple interests that could possibly motivate the decision making of a client, for whom the provider would gain a benefit.

# 8.

## Record keeping

The provider must:

- Maintain clear, accurate, legible and up to date records.
- Ensure that records are kept securely and are compliant with any data legislation relevant to their country.

