

## **CODE OF CONSCIENCE AND CONDUCT**

This code of conscience and conduct exists as a template for coaching excellence for all ANZCAL coaches. ANZCAL coaches understand and operate with the capabilities and this Code of Conscience and Conduct as their most basic starting point of coaching.

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### **As an ANZCAL coach, I am always committed to:**

- Respect the dignity and self-worth of the people I interact with. I conduct myself in a socially and culturally sensitive manner.
- Conduct all coaching sessions, whether formal or informal, in a professional manner that reflects well on the industry of coaching and protects the industry.
- Coach from a place that elevates the Coachee. I am their greatest advocate. All coaching is about the person being coached and not me.
- Conduct all coaching sessions, whether formal or informal, honestly and ethically.
- To approach all coaching sessions, whether formal or informal, in an impartial manner and free from prior judgement.
- To coach from a place of curiosity and not knowing, asking questions to avoid assumptions. I do this to enable me to begin to understand the Coachee's view of the world and to assist them to understand their inner wisdom and resources. I understand that no two people are the same.
- To coach attentively and be fully present during all coaching sessions. To actively listen and summarise what I have heard to ensure understanding.
- To coach from a place of trust, partnership and agreement, understanding that the Coachee is the master of their own destiny. In doing this, I avoid direct instruction and being an "advisor" and operate from a place of possibility and exploration, enabling the coaching sessions to be led by the person being coached.
- To coach intuitively. I can adapt and meld different coaching methods and ways of coaching to enable a good and meaningful coaching session. I know when to push and when to ease my challenges. I know when to speak and when to listen. I allow the Coachee to make their own discoveries through the coaching session/s.
- Conduct all coaching sessions, whether formal or informal, in a safe, responsible manner, ensuring the Coachee's physical and mental safety and their general wellbeing. I coach from a place where the Coachee can easily notice my empathy, care and compassion for them and their objectives.
- Put the Coachee as a priority; to work to my strengths and freely refer to other professionals who would be able to assist the Coachee in a better manner than myself.
- Having a clear agreement in place with anyone I formally coach, and will honour the agreement made in the context of the professional coaching relationship. I will not intentionally mislead or make false claims about what will be received during the coaching process or from me as their Coach.
- Maintain confidentiality of the person being coached within the requirements of the law. All notes kept will be appropriate and relevant to the coaching session/s. They will be stored securely always and made available for review by the Coachee should they request it. At the

appropriate time, notes will be destroyed in a way that maintains confidentiality for all concerned.

- Operating to government business requirements that enhance the safety of the people I coach. This includes, but is not limited to, my country's privacy and health and safety laws.
- Securing explicit approval for use of positive feedback, including testimonials, from the person providing it. I will not use any feedback I have not been permitted to use.
- Honouring copyright requirements on resources, readings, and documents utilised throughout my coaching. I also commit to acknowledging the author/owner of information cited in documents, blogs, trainings, discussions or any other material used as required by copyright requirements.
- Take all reasonable steps to inform appropriate people or authorities in a timely manner, in the event of someone revealing the possibility of self-harm, harm to others or concerning breaches of the law. This will be noted in any agreement or contract prior to coaching.
- Promote myself, my qualifications and abilities honestly and appropriately.
- Act within the law and not encourage, assist or collude with others engaged in unlawful conduct.
- Being a role model for the people I coach and for other coaches. I walk the talk and actively demonstrate the good practices I coach in others, including ethical behaviour, self-reflection, being open to feedback, and continual self-development.
- Being a positive influence within my community and actively striving to make a difference in it. I am generous with my coaching ability and share it altruistically for my community to grow and strengthen.
- Annually engage in a minimum of 20 hours of professional development and learning that will enhance my coaching service and ability. I agree to log the professional development training and note how it has improved my coaching with clear examples provided. I agree to share this information annually with ANZCAL as a way of confirming my commitment to quality coaching and my agreement to ANZCAL requirements.
- Seek constant improvement as a Coach by reflecting on coaching sessions and actively soliciting feedback from people I have coached. I take the feedback with an open mind and use the information to enhance my coaching ability and my coaching business.
- Represent myself, my qualifications, my professional development and any criminal activities truthfully to ANZCAL. This is to ensure ANZCAL continues to be represented professionally and ethically.
- Identifying when my personal issues or challenges may impair my coaching ability. At this point, I commit to seeking my own professional assistance/coaching/supervision to overcome these challenges. At this point, I also commit to deciding whether it is appropriate to suspend or even cease my coaching relationship/s.
- Actively avoid conflicts of interest by declaring them immediately. If I inadvertently find myself in a conflict of interest, I will immediately manage it in a manner that is professional and ethical – even if this means releasing myself from the coaching and referring onward.
- Be an ambassador for the Coaching industry. I speak respectfully of others in the industry and similar industries, understanding that everyone has different skill sets and approaches to coaching and that people seeking to be coached have the right to choose those who are most appropriate for them.

- Represent myself ethically and honestly always. I understand that if I misrepresent myself, a colleague or ANZCAL or do not uphold the ANZCAL Code of Conscience and Conduct that the management of ANZCAL, in their sole discretion, may hold me accountable and could revoke my ANZCAL membership and/or certification.
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