



## **Code of Conduct**

The International Coaching Federation is committed to maintaining and promoting excellence in coaching. Therefore, ICF expects all members and credentialed coaches (coaches, coach mentors, coaching supervisors, coach trainers or students), to adhere to the elements and principles of ethical conduct: to be competent and integrate ICF Core Competencies effectively in their work.

In line with the ICF core values and ICF definition of coaching, the Code of Ethics is designed to provide appropriate guidelines, accountability and enforceable standards of conduct for all ICF Members and ICF Credential-holders, who commit to abiding by the following ICF Code of Ethics:

### **The Code**

All staff of Outlook Life Coaching agree to:

- Always will always conduct myself to the highest levels of ethics, integrity, accountability and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
- Respect the commercial confidentiality of my clients by not divulging business information to any third parties.
- Maintain the good reputation of the coaching profession in general and The Life Coaching Academy in particular.
- Comply with both the spirit and the letter of any commercial agreements made with clients, potential clients, professional colleagues and The Coaching Academy.
- Make commercial agreements with clients and potential clients that are fair and will respect all parties to such agreements.
- Represent true levels of status, title, competence and experience in order not to mislead, misrepresent or defraud.
- Clearly state to clients and potential clients the terms of any commercial agreement including the expectations of both parties.
- Make no claims or implications of outcomes that cannot be demonstrated or guaranteed.
- Obtain written permission from any client or potential client before releasing their names as referees.
- Respect the absolute rights of the client's confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
- Recommend different coaches or resources when these will be more appropriate to the client's needs.

- Refrain from offering professional information or advice that you know to be confidential, misleading or where the accuracy is beyond your competence to assess.
- Endeavour to enhance public understanding and acceptance of professional coaching.
- Respect all copyrights, agreements, work, intellectual property and trademarks and comply with all laws covering such areas.
- Avoid coaching minors (people who have not yet had their 18th birthday) without the express written consent of parent, guardian or teacher as appropriate.
- Comply with all laws and by-laws of the Australia and, if coaching clients based abroad, with the laws of the clients' country.
- Ensure that all advertisements and promotional materials, whether verbal or written, are legal, decent, truthful, honest and in compliance with the requirements of the Australian Advertising Standards Authority.
- Make a copy of this Code freely available to clients if they request it.

[www.outlooklifecoaching.com](http://www.outlooklifecoaching.com)

[rrcoaching@outlook.com](mailto:rrcoaching@outlook.com)