



ICG Code of Ethics

The International Coach Guild is committed to maintaining and promoting excellence in coaching practice. Therefore it expects all members to adhere to the essential elements of ethical, competent and effective practice as set out in this Code of Ethics.

Coaches are specifically trained in coaching through a school or supervision by a mentor coach.

- I will conduct myself in accordance with the International Coach Guild Code of Ethics in all coach training and coach mentoring;
- I will truthfully identify my coaching qualifications, expertise, experience, certification and International Coach Guild recognition;
- I am responsible for ensuring that my clients know of and fully understand, before and at their first session, the terms and conditions of any coaching contract including session cost and frequency;
- All claims made to my clients are honest, accurate and consistent with maintaining the coaching industry's good reputation;
- As a coach I will keep myself informed of new technologies, practices, legal requirements and standards that are relevant to the coaching industry;
- As a coach I am willing to suspend or terminate current coaching activity when I am alerted to signs of personal challenges that may interfere with my performance as a coach with a client, and seek professional consultation;
- Throughout the duration of a professional contracted coaching relationship, as a coach I shall not initiate, develop, pursue nor engage in a personal relationship with my client;
- I will be sensitive to issues of culture, religion, gender, sexuality, disability, race and all other aspects of diversity;
- I establish clear agreements and contracts with my clients and sponsors. I will honour all agreements and contracts made in the context of professional coaching relationships;
- I will not mislead or make false claims about what my client or sponsor will receive from me as a coach;
- I will make my clients aware that psychological or counselling support is not normally delivered by a coach. If should it be required by a client, the client should be referred to an appropriate specialist service provider;
- I will maintain, store and dispose of any client records created in my coaching business that promotes confidentiality, security, and privacy, and complies with any applicable laws and agreements;



- I will ensure that any coaching agreement contains a clause stating that if any evidence of illegal activity or the potential harm to the client themselves or others is disclosed, I may have to inform the appropriate authorities and so be unable to maintain complete client confidentiality;
- I will respect the client's right to terminate the coaching at any point during the coaching process;
- As a professional I shall monitor the quality of my own work through regular feedback from my clients and other appropriate professionals;
- If a client does not pay for the services as agreed, and I wish to use collection agencies or legal measures to collect the fees, I will first inform the person that such measure will be taken, and provide that person with an opportunity to make prompt payment;
- I will complete at least 20 hours annually of professional development in the theory and practice of coaching.
- I will maintain and keep current any insurances that are appropriate for my coaching business as required in my country of practice;
- If I willfully or knowingly condone any act by others which contravenes this code then I shall be as equally responsible as if I had committed such an act myself; and
- I will ensure that I have appropriate permission to utilise intellectual property or copyrighted material developed by others and will not pass off, such as my own. This includes but is not limited to coaching resources and computer software licensing.
- As an International Coach Guild member, I acknowledge and agree to honour my ethical and legal obligations to my coaching clients and sponsors, colleagues, and the public at large. I pledge to comply with the International Coach Guild Code of Ethics and to practise these standards with those whom I coach.
- If I breach this Pledge of Ethics or any part of the International Coach Guild Code of Ethics, I agree that the International Coach Guild in its sole discretion may hold me accountable for so doing, I further agree that my accountability to the International Coach Guild for any breach may include sanctions, such as cancel of my International Coach Guild membership and/or my International Coach Guild recognition.