

Following the ICF Global Board of Directors' June 2015 meeting and strategic planning session, ICF has adopted a revised Code of Ethics and updated vision and mission statement.

### CODE OF ETHICS

Every three years, ICF undertakes a process to review the [Code of Ethics](#) and ensure that it addresses changes within the coaching industry, reflects evolving processes and remains relevant to ICF Members and Credential-holders. The ICF Code Review Team convened in April 2014; it was led by Susan Braverman, PCC (USA), and consisted of coaches from around the globe.

The revisions to the Code of Ethics reflect a shift away from the view of coaching ethics as right or wrong and toward an understanding of ethics as the concepts and principles directing coaches' behavior. With this evolution in the foreground, the ICF Code Review Team recommended a set of revisions intended to transform the Code of Ethics from a document prescribing what *not* to do to a document highlighting *how to be* as an ICF Member and/or Credential-holder.

The revised Code of Ethics also includes new provisions that address the other roles professional coaches may play (e.g., coach trainer, mentor coach, coaching supervisor) and that offer a new ethical standard for internal coach practitioners.

Other changes include:

- New definitions to provide further information to coaches in a training role about students and conflicts of interest
- Reorganized sections to position inter-related standards closer together
- Additional information regarding confidentiality

### OVERVIEW

#### WHO WE ARE

The International Coach Federation's (ICF) core purpose is to lead the global advancement of the coaching profession. ICF is a not-for-profit individual membership organization, formed by professionals worldwide who practice, teach or research coaching.

ICF has taken the lead in developing a definition and philosophy of coaching, as well as establishing ethical standards among its members worldwide. Through its own Code of Ethics, Ethical Conduct Review Process, and Independent Review Board (IRB), ICF sets professional coaching standards while also giving consumers a venue to file ethics complaints about ICF Members or ICF Credentialed coaches. ICF also maintains an Ethics Assist Line, which can be utilized by sending an email to [ethics@coachfederation.org](mailto:ethics@coachfederation.org) or calling +1.859.219.3580 and indicating that you have an ethical inquiry.

### ICF VISION STATEMENT

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

### ICF CORE VALUES

ICF coaches are committed to reliability, openness, acceptance and congruence and consider all parts of the entire ICF community mutually accountable to uphold the following values:

- **Integrity:** We uphold the highest standards both for the coaching profession and our organization.

- **Excellence:** We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.
- **Collaboration:** We value the social connection and community building that occurs through collaborative partnership and co-created achievement.
- **Respect:** We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

### ETHICS

Ethics are guided moral principles underlying how coaches behave congruent with the above ICF values.

#### WHAT WE EXPECT OF ICF MEMBERS WHEN ABIDING BY THE CODE OF ETHICS

To elicit the best in each and every ICF coach, ICF Members and coaches are committed to:

- Ethical behavior as the foundation of the coaching profession.
- Continued learning in the field of coaching as required.
- Search for continued self-awareness, self-monitoring and self-improvement.
- Acting and being an ethical individual in all professional interactions.
- Full accountability for the responsibility undertaken as an ICF Member and coach.
- Complete engagement with and commitment to the coaching profession, setting an example both to the profession overall and to the community.
- Uphold the highest standards in a manner that reflects positively on the coaching profession.
- Be fully present in each and every interaction in which we engage.
- Recognize and abide by the applicable laws and regulations of each country, municipality and local governing body.
- Provide a safe space for trainers, service providers, coaches and coaches-in-training to learn, excel ethically and strive to become professional coaches of the highest caliber.
- Embrace diversity and inclusion, and value the richness of our global stakeholders.

### ICF CODE OF ETHICS

#### PREAMBLE

ICF 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:

#### PART ONE: DEFINITIONS

- **COACHING:** Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **ICF COACH:** An ICF coach agrees to practice the ICF Core Competencies and pledges accountability to the ICF Code of Ethics.
- **PROFESSIONAL COACHING RELATIONSHIP:** A professional coaching relationship exists when coaching includes an agreement (including contracts) that defines the responsibilities of each party.
- **ROLES IN THE COACHING RELATIONSHIP:** In order to clarify roles in the coaching relationship it is often necessary to distinguish between the client and the sponsor. In most cases, the client and sponsor are the

same person and are therefore jointly referred to as the client. For purposes of identification, however, the ICF defines these roles as follows:

- **CLIENT:** The “Client/Coachee is the person(s) being coached.
- **SPONSOR:** The “sponsor” is the entity (including its representatives) paying for and/or arranging for coaching services to be provided. In all cases, coaching engagement agreements should clearly establish the rights, roles and responsibilities for both the client and sponsor if the client and sponsor are different people.
- **STUDENT:** The “student” is someone enrolled in a coach training program or working with a coaching supervisor or coach mentor in order to learn the coaching process or enhance and develop their coaching skills.
- **CONFLICT OF INTEREST:** A situation in which a coach has a private or personal interest sufficient to appear to influence the objective of his or her official duties as a coach and a professional.

### PART TWO: THE ICF STANDARDS OF ETHICAL CONDUCT

#### SECTION 1: PROFESSIONAL CONDUCT AT LARGE:

As a coach, I:

1. Conduct myself in accordance with the ICF Code of Ethics in all interactions, including coach training, coach mentoring and coach supervisory activities.
2. Commit to take the appropriate action with the coach, trainer, or coach mentor and/or will contact ICF to address any ethics violation or possible breach as soon as I become aware, whether it involves me or others.
3. Communicate and create awareness in others, including organizations, employees, sponsors, coaches and others, who might need to be informed of the responsibilities established by this Code.
4. Refrain from unlawful discrimination in occupational activities, including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
5. Make verbal and written statements that are true and accurate about what I offer as a coach, the coaching profession or ICF.
6. Accurately identify my coaching qualifications, expertise, experience, training, certifications and ICF Credentials.
7. Recognize and honor the efforts and contributions of others and only claim ownership of my own material. I understand that violating this standard may leave me subject to legal remedy by a third party.
8. Strive at all times to recognize my personal issues that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will promptly seek the relevant professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s) whenever the facts and circumstances necessitate.
9. Recognize that the Code of Ethics applies to my relationship with coaching clients, coachees, students, mentees and supervisees.
10. Conduct and report research with competence, honesty and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.

11. Maintain, store and dispose of any records, including electronic files and communications, created during my coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.
12. Use ICF Member contact information (email addresses, telephone numbers, and so on) only in the manner and to the extent authorized by the ICF.

### SECTION 2: CONFLICTS OF INTEREST

As a coach, I:

13. Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict and offer to remove myself when a conflict arises.
14. Clarify roles for internal coaches, set boundaries and review with stakeholders' conflicts of interest that may emerge between coaching and other role functions.
15. Disclose to my client and the sponsor(s) all anticipated compensation from third parties that I may receive for referrals of clients or pay to receive clients.
16. Honor an equitable coach/client relationship, regardless of the form of compensation.

### SECTION 3: PROFESSIONAL CONDUCT WITH CLIENTS

As a coach, I:

17. Ethically speak what I know to be true to clients, prospective clients or sponsors about the potential value of the coaching process or of me as a coach.
18. Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.
19. Have a clear coaching service agreement with my clients and sponsor(s) before beginning the coaching relationship and honor this agreement. The agreement shall include the roles, responsibilities and rights of all parties involved.
20. Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise, I may have with my clients or sponsor(s).
21. Avoid any sexual or romantic relationship with current clients or sponsor(s) or students, mentees or supervisees. Further, I will be alert to the possibility of any potential sexual intimacy among the parties including my support staff and/or assistants and will take the appropriate action to address the issue or cancel the engagement in order to provide a safe environment overall.
22. Respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement. I shall remain alert to indications that there is a shift in the value received from the coaching relationship.
23. Encourage the client or sponsor to make a change if I believe the client or sponsor would be better served by another coach or by another resource and suggest my client seek the services of other professionals when deemed necessary or appropriate.

### SECTION 4: CONFIDENTIALITY/PRIVACY

As a coach, I:

24. Maintain the strictest levels of confidentiality with all client and sponsor information unless release is required by law.
25. Have a clear agreement about how coaching information will be exchanged among coach, client and sponsor.
26. Have a clear agreement when acting as a coach, coach mentor, coaching supervisor or trainer, with both client and sponsor, student, mentee, or supervisee about the conditions under which confidentiality may not be maintained (e.g., illegal activity, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc.) and make sure both client and sponsor, student, mentee, or supervisee voluntarily and knowingly agree in writing to that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I may need to inform appropriate authorities.
27. Require all those who work with me in support of my clients to adhere to the ICF Code of Ethics, Number 26, Section 4, Confidentiality and Privacy Standards, and any other sections of the Code of Ethics that might be applicable.

### SECTION 5: CONTINUING DEVELOPMENT

As a coach, I:

28. Commit to the need for continued and ongoing development of my professional skills.

### PART THREE: THE ICF PLEDGE OF ETHICS:

As an ICF coach, I acknowledge and agree to honor my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the ICF Code of Ethics and to practice these standards with those whom I coach, teach, mentor or supervise.

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 sanctions, such as loss of my ICF Membership and/or my ICF Credentials.

For more information on the Ethical Conduct Review Process including links to file a complaint, please visit [www.coachfederation.org](http://www.coachfederation.org).