

CODE OF ETHICS

The statements below are the official standards and ethical considerations of Professional Coaching Alliance, which was established as a model for the work of Professional Coaches, integrating the criteria of the International Coach Federation, International Association of Coaching, International Coaching Community and the European Mentoring & Coaching Council.

Preamble

The essence of coaching focuses on the relationship with customers in an intellectually provocative and creative process, motivating them to achieve maximum potential for personal and professional development. For a professional coaching relationship to exist, it is necessary for it to include a business agreement or contract that clearly establishes the responsibilities of each of the parties involved.

This Code of Ethics, designed and distributed by the PCA, seeks to be used as essential ethical guidelines in the practice of coaching in different areas and applications.

This Code of Ethics has the following objectives:

1. Guide the professional work of Coaches.
2. Inform the Coachee on the ethical framework of work in coaching.
3. Promote ethical and professional standards of coaching.

COMMENT ON THE INTERPRETATION

The full reading of this document is fundamental. Furthermore, it is noted that the order of the contents thereof, does not represent priority of one over another.

The standards established in this Code of Ethics and other edges related to the work of coaching, can be affected by other professional considerations that are relevant. Eventually these sources might be in conflict with this Code of Ethics, or take precedence over them. Given this, is that this document should incorporate the standards of the other remaining documents that are not in conflict with such sources.

The Code of Ethics expressed in this document has no legal or regulatory force unless and until they are adopted by authority that deems so. However, the fact of being in force in the respective entities that approved it, should be sufficient for implementation by Coaches who practice coaching professionally.

SECTION 1: ON PROFESSIONAL CONDUCT IN GENERAL

- 1) The Coach will not make any public statement that would be false or knowingly misleading in relation to what they offer in developing their coaching work or make false claims in any written documents relating to the coaching profession or the coach's references.
- 2) The Coach will realize the greatest possible precision, about his qualifications, expertise, experience, certifications and references that relate to his work in coaching.
- 3) The coach will maintain a behavior of respect and appreciation for the efforts and contributions of others, without making them look as his, realizing that the violation of this point could result in legal action by third party's copy rights.
- 4) The Coach will make the necessary effort to recognize any personal matters affecting his coaching performance and his professional coaching relationships. Whenever the situation warrants, the coach will seek professional help and establish what action to take, including suspension or termination of his coaching relationships.
- 5) The Coach will be guided by this Code of Ethics and principles, in all situations concerning his work in the training, guidance and supervision of coaching.
- 6) The Coach will conduct and disseminate his research with fitness, honesty, and within recognized scientific standards and in line with guidelines relevant to the subject. All research performed by the Coach must have the express consent and approval of those involved, as well as adhering to methods that protect participants from harm that might occur. The research must also adhere to the legal considerations of the country in which they are made.
- 7) The Coach will preserve, save and properly dispose of any records created during his coaching business, in order to ensure the confidentiality, security and privacy, and observe any relevant law or agreement and/or previously established in relation to coaching.

SECTION 2: ABOUT CONFLICTS OF INTEREST

8) The Coach will avoid conflicts of interest, both present and potential, and their public dissemination. The Coach will offer to resolve as soon as possible every time there is a situation of this kind.

9) The Coach shall inform his clients and his clients' sponsors about any anticipated payment from third parties that the coach may pay or receive as a result of referrals from that client. The "sponsor" is the entity (including his representatives) paying for and/or organizing the coaching services to be rendered.

10) The Coach will negotiate the value of his services, goods and other remuneration, only in those cases where this does not cause damage to the coaching relationship.

11) The Coach will not take any advantage or personal, professional or monetary benefit of the coach-client relationship knowingly, except in the form of compensation agreed in the agreement or contract.

SECTION 3: ABOUT THE PROFESSIONAL CONDUCT OF CLIENTS

12) The Coach will not make statements that may be knowingly false or misleading concerning what the client or sponsor will receive from the coaching process and the work of the coach.

13) The Coach will not provide his potential clients or sponsors information or advice that the coach knows or believes to be false or induce to error.

14) The Coach will establish clear agreements and contracts with each of his clients or sponsors, and will give full compliance to them, respecting a professional coaching job

15) The Coach will carefully explain and strive to ensure that, prior to or at the initial meeting, his coaching clients and sponsors would understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms agreement or contract of coaching.

16) The Coach should establish clear, appropriate limits and with respect for other cultures to determine any physical contact that coaches may have with their clients or sponsors.

17) The Coach will not maintain intimate relationships with any of his current clients or sponsors.

18) The Coach will respect the right of clients to conclude the activity of coaching at any point during the process, under the conditions stipulated by the agreement or contract, and remain alert to indications that the client is no longer getting out of the coaching relationship.

19) The Coach will recommend to his clients or sponsors to conduct a change of coach, if he sees that the client or sponsor will get greater benefits working his process with other professional coach or other resource.

20) The Coach will suggest his clients to seek the services of other professionals when deemed necessary or appropriate.

SECTION 4: ABOUT CONFIDENTIALITY AND PRIVACY

21) The Coach shall maintain the strictest confidentiality regarding information of clients and sponsors. Coaches have a contract of express consent before disclosing information to a third party, unless required by law.

22) The Coach will have a specific agreement about how the coaching information between the coach, the client and the sponsor will be exchanged.

23) When performing as trainers of student coaches, coaches will clarify confidentiality policies to the students.

24) The Coach will ensure that partners coaches and others who address to their clients and their sponsors as paid employees or volunteers make explicit agreements or contracts to adhere to these Confidentiality/Privacy standards and Standards of Conduct in its entirety to the extent applicable.

Note:

This Code of Ethics is the official document of the PCA, which comprise the values and principles to which the Professional Coaching Alliance subscribes. These principles and values govern the behavior of the organization and its members. However it does not constitute a manual indicating in detail what a coach should do, but provides a guide to those principles within which the coach can evolve freely.

The acquisition of knowledge and agreement of this Code of Ethics, is a prerequisite for membership in the PCA. This code always acts under the laws of the country in which the professional work of Coach develops. The Professional Coaching Alliance, and his training institutions are not responsible for work performed by certified coaches, nor makes monitoring of them. Each Coach certified by the PCA is responsible for his own work and the results obtained by it. However, the Professional Coaching Alliance will attend all presentations concerning complaints against the standards of conduct for its members. If these complaints were founded, the coach will be deleted from the PCA list. This action is in addition to all those that could be taken by those affected by the job coach.