



Matthew Radley & Associates
Executive Coaching Consultancy
We coach - you lead with confidence

Ethical Policy and Coaching Contract

This document outlines the commitment that the coach and client agree to take within the coaching context.

Underpinning coaching philosophy

People are all different and have different ways of viewing the world. The coach will work with the client to discover the approach most suitable for the client in a way that enables them to move forwards with achieving their specific personal aims and objectives.

Coaching is not a 'quick-fix' solution. It is aimed at long-term, permanent changes in the client's life, and although the client may recognise changes relatively quickly, the embedding of those behaviours to provide a lasting benefit may take time.

Coaching is not therapy, counselling or advice. If the coach feels that the client is better suited to any of these options, the client will be advised accordingly and, if appropriate, the coaching relationship will cease.

Coach's code of conduct

I promise wherever possible:

- To conduct all my dealings with you in absolute dignity, respect, honesty, confidentiality and as an equal
- To conduct myself with integrity, responsibility and accountability
- To attend all meetings on time
- To share with you my knowledge, skills and experience to assist you in fulfilling your outcomes
- To recommend the services of other institutions or professionals if appropriate to your outcomes. These services are offered without liability, obligation or redress to myself
- To abide by the coach's code of ethics as detailed below

Client's code of conduct

- Attend meetings on time, and complete all pre and post work
- Be willing and enthusiastic to try new methods that your coach may suggest from time to time
- Accept and willingly work on direct, honest feedback received
- Be prepared to step outside your comfort zone into an achievement zone with your coach's support
- At each meeting be honest about what you have achieved against your goals



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Coach's code of Ethics

- Conduct themselves at all times in accordance with their professional status and refrain from doing anything that harms the public's understanding of coaching as a profession
- Honour and respect the client at all times and work with the client's agenda in coaching sessions
- Maintain strict confidentiality within the client/coach relationship, unless as otherwise authorised by the client or as required by law. Anything brought to the attention of the coach that is deemed unlawful, against Company Policy (where the coach has this prior knowledge), or where there is deemed to be a serious risk to the client or others, will be shared with the organisation
- Ensure that the client understands as fully as possible the nature of coaching and how the process works
- Accurately identify their own level of coaching competence and expertise to the client and not make false claims about what the client will receive from coaching, or promise unrealistic outcomes from the coaching process
- Present all services in an unambiguous manner, explaining clearly fee levels, precise terms of payment and any charges that might be imposed for non-attendance or cancelled appointments
- Remain aware of the limits of their expertise and wherever appropriate, be prepared to refer a client to another practitioner who might be expected to offer suitable treatment
- To disclose full details of all relevant memberships, training, experience, qualifications and appropriate avenues of complaint to clients, upon request
- Provide service to clients solely in those areas in which they are competent to do so and for which they carry relevant professional indemnity insurance
- Monitor the client's progress and if at any time the client is no longer benefiting from coaching and would be better served by another resource, encourage the client to make that change
- Attend regular supervision sessions and have regular consultative support for their work
- Aim to undertake a minimum of 30 hours of continuing professional development in the theory and practice of coaching on an annual basis
- Obtain written permission from the clients before releasing their names as clients or references
- Ensure client notes and records be kept secure and confidential and that the uses of computer records remain within the terms of the Data Protection Act
- Confirm that they will never knowingly offer advice to a client which conflicts with, or is contrary to that given by the client's registered Medical Advisor/s