

ICF & NBHWC Ethical Guidelines & Professional Standards

ICF Code of Ethics	NBHWC Code of Ethics
Definitions	
<ul style="list-style-type: none"> • Coaching: partnering with Clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential • Coaching Relationship: a relationship that is established by the ICF Professional and the Client(s)/Sponsor(s) under an agreement or a contract that defines the responsibilities and expectations of each party 	<ul style="list-style-type: none"> • Health & Wellness Coaching: Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being • Professional Coaching Relationship: A professional coaching relationship exists when coaching includes an agreement (including contracts) that defines the rights, roles, and responsibilities of each party
Responsibility to Clients	
<ul style="list-style-type: none"> • Explain and ensure that, prior to or at the initial meeting, my coaching Client(s) and Sponsor(s) understand the nature and potential value of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement • Create an agreement/contract regarding the roles, responsibilities and rights of all parties involved with my Client(s) and Sponsor(s) prior to the commencement of services • Maintain the strictest levels of confidentiality with all parties as agreed upon. Agree to comply with all applicable laws that pertain to personal data and communications 	<ul style="list-style-type: none"> • Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of health and wellness coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement • 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 • Maintain the strictest levels of confidentiality with all client and sponsor information unless release is required by law, specifically adhering to all applicable state and federal regulations

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<ul style="list-style-type: none"> • Understand & clarify how information will be shared • Clarify condition under which information will not be kept confidential • Maintain, store and dispose of records in a manner that promotes confidentiality, security & privacy • Respect the client's right to terminate at any point for any reason 	<ul style="list-style-type: none"> • Have a clear agreement about how coaching information will be exchanged among coach, client and sponsor • Carefully explain ... the nature and limits of confidentiality • Maintain records in accordance with confidentiality, security & privacy requirements, and laws (HIPAA) • Respect the client's right to terminate at any point
<p>Responsibility to Practice and Performance</p>	
<ul style="list-style-type: none"> • Adhere to the ICF Code of Ethics in all my interactions • Disclose the potential receipt of compensation, and other benefits for referring my Clients to third parties • Aware of any power status that may be caused by cultural, relational, psychological, or contextual issues • Assure consistent quality of coaching regardless of the amount performed of compensation • <u>Conflict of Interest</u>: a situation in which an ICF Professional is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal, or otherwise 	<ul style="list-style-type: none"> • Conduct myself in accordance with the NBHWC Code of Ethics in all health and wellness coaching interactions • Disclose all anticipated third-party compensation • 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) • Honor an equitable coach/client relationship regardless of form of compensation • <u>Conflict of Interest</u>: A situation in which a coach has a private or personal interest sufficient to appear to influence the objective of his or her professional role or responsibilities as a coach, faculty, or mentor

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<ul style="list-style-type: none"> • Manage conflicts of interest or potential conflicts of interest with my coaching Clients and Sponsor(s) through coaching agreement(s) and ongoing dialogue • Recognize my personal limitations or circumstances that may impair, conflict with, or interfere with my coaching performance or my professional coaching relationships. I will reach out for support to determine the action to be taken and, if necessary, promptly seek relevant professional guidance. This may include suspending or terminating my coaching relationship(s) • Respectfully raise any unethical behavior/breach by me or in another ICF professional • Use the ICF member contact information only as authorized • Assure consistent quality of coaching regardless of the amount or form of agreed compensation in any relationship 	<ul style="list-style-type: none"> • Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict to all stakeholders involved, and offer to remove myself when a conflict arises • Strive at all times to recognize any 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 • Commit to address any ethical breaches (yours or others) • Use NBHWC credentialed coach contact information... only in the manner and to the extent authorized by the NBHWC • Honor an equitable coach/client relationship, regardless of the form of compensation
Responsibility to professionalism and society	
<p>Professionalism</p> <ul style="list-style-type: none"> • Represent coaching qualifications, level of coaching competency, expertise experience, certifications and ICF credentials accurately • Communicate ethical responsibilities established by this code • Hold responsibility for clear, appropriate, and culturally sensitive boundaries 	<ul style="list-style-type: none"> • Represent qualifications, expertise, accurately, experience, training, and certifications accurately • Communicate the coach responsibilities established in the code of ethics • Exercise cultural sensitivity and boundaries

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<ul style="list-style-type: none"> Do not participate in any sexual or romantic engagement with Client(s) or Sponsor(s) 	<ul style="list-style-type: none"> Avoid any sexual or romantic relationship with current clients, sponsor(s), students, mentees or supervisees
<p>Society</p>	
<ul style="list-style-type: none"> Avoid unlawful discrimination Recognize and honor the contributions and intellectual property of others/do not claim ownership of another's material Am honest and work within recognized scientific standards, applicable subject guidelines and boundaries of my competence when conducting and reporting research Commit to excellence through continued personal, professional, and ethical development 	<ul style="list-style-type: none"> Refrain from unlawful discrimination Recognize and honor the efforts and contributions of others and only claim ownership of my own material Conduct and report research with competence, honesty and within recognized scientific standards and applicable subject guidelines Commit to continues & ongoing professional development
<p>The Pledge</p>	
<p>“As an ICF Professional, in accordance with the Standards of the ICF Code of Ethics, I acknowledge and agree to fulfill my ethical and legal obligations to my coaching Client(s), Sponsor(s), colleagues and to the public at large.”</p>	<p>“As a Health and Wellness 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 NBHWC Code of Ethics and to practice these standards with those whom I coach, teach, mentor or supervise.”</p>