

Coaching Code

I believe that you, the client, are the expert when it comes to your life and work, and I believe that you are creative, resourceful, and whole.

I accept the following responsibilities associated with this assertion:

- Discover, clarify, and align with what you want to achieve
- Encourage you along a journey of self-discovery
- Help you to generate solutions and strategies
- Hold you responsible and accountable

To fulfil these responsibilities, **I promise** whenever possible,:

1. to conduct all my dealings with you in absolute dignity, respect, honesty, confidentiality and as an equal;
2. always to conduct myself with integrity, responsibility and accountability;
3. always to attend all meetings on time;
4. always to answer the telephone at the agreed time;
5. always to be prepared for your coaching call/appointment;
6. to treat all information discussed with you or written to you with confidentiality: I will not divulge any part thereof to any third party according to the Data Protection Act 1974/1998 amendments (excluding the police or legal body);
7. to be committed to both the spirit and letter of any agreement made with you;
8. always to ask in advance for written permission from you before releasing your name as referee;
9. not to defraud, misrepresent, deceive or mislead you;
10. to recommend the services of other institutions or professionals if appropriate to your outcomes: these services are offered without liability, obligation or redress to my company or myself;
11. to raise the bar just when you thought you had reached it;
12. to share with you all my knowledge, skills, experience and expertise where appropriate, and when I deem it necessary;
13. to challenge any self-deceptions that hinder your progress towards your ultimate outcomes;
14. to give you all the assistance, help, support, encouragement and guidance in fulfilling the outcomes or objectives agreed with me.