

PBCA CANADA

VALUES AND CODE OF ETHICS

Preamble

PBCA Canada is committed to maintaining excellence and promoting the highest standards of professionalism in business and leadership coaching. The PBCA CANADA CODE of ETHICS is designed to provide appropriate guidelines, accountability and standards of conduct for all PBCA Members.

Although all professional organizations have externally enforced codes of ethics, in reality the best “policing” of those ethics comes from the persons themselves. We have constructed our Ethical Standards out of our Value system. It should be noted that our ethics also closely correspond to and flow from the Code of Ethics of the International Coach Federation.

Part One: Definitions

Coaching: Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their *OWN* personal, professional leadership and business potential.

A PBCA Canada Certified Professional Business Coach:

- Agrees to pledge accountability to the PBCA Canada Values and Ethical Standards.
- Does not become invited to the PBCA Canada network unless each individual has established at least 10 prior years or more of experience in:
 - previously running their own enterprise;
 - running another organization or serving in a senior executive leadership capacity in another organization;

- has formal business, coach or leadership training from another credible institution or coach training system; or
- has some combination of training and experience that encompasses all of the above.

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 small businesses, the Client and the Sponsor are the same person and are therefore jointly referred to as “the Client”. For purposes of identification, however, both the International Coaching Federation (ICF) and PBCA Canada define 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 the 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: PBCA Canada Values and Code of Conduct

As a PBCA Canada Coach I will value:

1. **Honesty** - and therefore I will:

- Clearly and honestly declare my qualifications, my experience and my professional limitations.
- Abide by all copyrights, and clarify what is my creation and what is another's coaching materials.
- Clearly explain what coaching is, what it is not, and what its' possibilities are.
- Seek to constantly be self-aware and take appropriate actions to deal with personal or professional issues.

2. **Integrity** - and therefore I will:

- Speak and act in such a way that reflects positively on coaching as a profession and the public's perception of it.
- Develop clear contracts with clients and honour them.
- Make sure that my clients understand what coaching is and is not.
- Declare any potential conflict of interest (real or perceived) and also disclose any benefit that I might receive from a third-party for a referral of the client.

3. **Respect** - and therefore I will:

- Hold client's information confidential unless required otherwise by law or by their agreement. (This includes dealing with any of my client's records in a secure manner).
- Honour other coaches and their diversity of approaches.
- Avoid any inappropriate physical contact and intimate involvement with clients.

4. **Effectiveness** - and therefore I will:

- Continue to learn and develop to give my clients the best possible help.
- Get assistance and support when my personal life impairs my abilities.



- Make referrals to other professionals or Coaches when I think the client would be better served.
- Be aware when my clients no longer benefit from my coaching and allow them to terminate their relationship with me.

5. Loyalty - and therefore I will:

- Conduct myself in training and supervisory contexts in accordance with PBCA Canada Values & Ethics.
- Only divulge client's names or other personal information with their permission.
- Honour the sanctity and trust of every individual coaching relationship and not betray any of the confidences bestowed upon me by my clients.

6. Relationships - and therefore I will:

- Do all that is possible to avoid misuse of my influence and connections to people for anything but their good.
- Do all I can to avoid situations where my interests and the client's conflict.
- Take reasonable steps to notify authorities if a client reveals they are going to endanger themselves or others.

7. Reciprocity and Professional Teamwork - and therefore I will:

- Openly share and contribute to the overall effectiveness of all PBCA Canada Coaches as my professional colleagues – through sharing my added knowledge, tools, presentations and information to better our professional community

8. Professionalism - and therefore I will:

- Make a personal commitment to be professional and become a life-long learner for my continuing professional development.
- Do and say what I believe is always the right thing to do or say.
- Look and act professional.
- Take pride in my work and strive for continuous improvement.
- Learn my craft of Professional Business and Leadership Coaching and teach it to others.
- Never tolerate mediocrity.