

Code of Conduct

This Code of Conduct serves to promote the areas of self-mastery, coach-mastery, business-mastery and Industry-mastery. ANZI COACHING is committed to assisting Coaches to:

- Build Personal Strengths (Self Mastery)
- Build Coaching Skills and Knowledge (Coach Mastery)
- Build Successful Coaching Practices or workplace Careers (Business Mastery)
- Build a Professional Coaching Industry (Industry Mastery)

Members of ANZI COACHING agree to uphold the ANZI COACHING Code of Conduct at all times and commit to the following as a minimum standard:

Self Mastery

- I commit to participating in ongoing professional development, completing at least 20 hours of relevant study every year. I agree to maintain a written Professional Development Plan which is reviewed at least quarterly.
- I commit to attending 10 hours of supervision at least every year in order to benchmark and reflect on my coaching abilities. During supervision, I will reflect on the client's experience of the coaching, the coaching scenarios I encounter and the coaching tools and techniques I select, checking in on my own emotional, mental and physical state, the coaching toolkits my peers are using and my general effectiveness within coaching. I take a proactive approach to bridging any gaps that I identify in my competence as a coach.
- I commit to improving and enhancing my skills and knowledge as a coach. I evaluate my coaching (through feedback, surveys, questionnaires, supervision, etc) and I use this information to create and to implement improvements in myself, my coaching and my coaching business.
- I will seek to recognise and to overcome or to negotiate any personal limitations, permanent or temporary, that may impact on my ability or effectiveness with regards to providing coaching.

Coach Mastery

- I coach with respect: I understand that Coaching is about the Client and never about the Coach. The Client always comes first. In my Coaching activities I agree to leave my ego at the door. It's always all about the Client.
- I uphold Client Confidentiality at all times. Any notes that I make, regarding the Client, the coaching or any other areas related to the coaching activity are positioned and agreed with the Client and are aligned with Privacy and Data Protection policies in force in the jurisdictions within which I operate. As a minimum standard, these include ensuring that the notes that I take are appropriate and relevant to the coaching activity, that these notes are stored securely at all times, maintained to ensure accuracy and currency and that they are securely destroyed when there is no reasonable need to retain them.
- I coach with naivety: I will engage with the Client without ever making assumptions, guesses or judgements: I could never possibly presume to understand the Client's interpretation of the World. I seek to understand first.
- I coach with attentiveness: I am at all times fully present for the Client. This means that I immerse myself in the coaching sessions, I listen carefully and I hear accurately.
- I coach with curiosity: I ask great questions to help the Client to explore options and possibilities. I often wonder out loud with my Client. I always find other ways of seeing or doing things. I understand that neither the client nor I know where these questions might take us.

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- I coach with instinct: I know when to push and when to pull, when to challenge and when to celebrate, when to speak and when to remain quiet. I know how much to ask of my Client.
- In complex coaching situations, I understand that there may be additional parties to the coaching as well as the Coach and the Client (the person receiving the coaching). These may include the Sponsor (the person or entity arranging the coaching), the Payor (the person or entity financing the coaching), the Manager (the person responsible for managing the Client within the Client's job role), the Stakeholders (persons or entities directing, designing and or leading the Coaching Initiative) and Society (people at large).
- I manage conflicts of interest and potential conflicts of interest by declaring them immediately that they become apparent, dealing with them quickly and effectively (even if this means referring the Client to another Coach), using my expertise to educate the other parties so that they are able to make informed decisions about the conflict, maintaining confidentiality in the process of dealing with the conflict and being objective in the conflict resolution process.
- Disclosure of information. I only disclose information relating to the coaching session where it has been explicitly agreed with the client or in events where I am required to do so by law. In complex coaching relationships it is a requirement of my role that I manage the expectations of all parties in relation to discussing what occurs within the coaching sessions. It is my role to provide a safe environment for the coaching and to ensure that each party maintains the boundaries that we contract around confidentiality for the coaching activities.
- I coach under contract: I have an agreed contract with each Client which sets out what is to be achieved from the coaching. I take time to carefully set up the coaching experience, to understand expectations, to agree roles, responsibilities and permissions for all parties concerned, to disclose my full fees, to explore the client's state of health and wellbeing and check for any conditions outside of my professional scope of expertise (i.e depression, trauma, etc), to discuss accountability and to ensure that the client has every opportunity to get the most out of the coaching service according to their individual needs and expectations.
- I operate with a full understanding of what the Client wants to, and expects to, achieve from the coaching and I deliver against these objectives. These outcomes may be hard evidence based (psychological profiling results, real changes to KPIs, attainment of specific goals, etc) or soft evidence based (changes in perception, raised awareness, acceptance, etc). I understand that there always needs to be a contract which identifies the measurement for success, whatever that 'measurement' might be, and whatever 'success' means to the Client. There is an 'outcome focus' for what I do.
- I coach through caring: I have the Client's best interests at heart. I keep the Client safe by guiding and supporting them in their choices. I conspire for their success. I help the Client to find opportunities, options and possibilities which are realistic and relevant. I acknowledge my Client for all of their achievements.
- I coach with professionalism: I understand the scope of my abilities and my professional limitations. I refer the Client to other appropriate sources of help (other qualified professionals) when required.
- I coach with honesty and integrity: I will not mislead the Client or misrepresent my skills, qualifications, experience or expertise (either by what I say or by what I fail to say). I give the Client honest feedback. I do not make false or misleading statements at any time. I am truthful and objective in my words and actions. In the event that I make referrals or recommendations to any third parties, products or services I will openly disclose any interest I have in these, financial or otherwise.
- I coach with dependability: I do what I say I will do, when I say that I will do it, without fail or exception. I am a role model. I am always on time and fully present for My Client. I under-promise and over-deliver.
- I coach with certainty: I Coach with a certainty that provides assurance for my Client. I know that there is no right or wrong question, I am willing to try any coaching tool or technique and I am prepared to say 'that didn't work, let's try this'.

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Business Mastery

- I have full disclosure within my business: I openly disclose fees and charges, there are no hidden costs and I have fair and reasonable refund policies.
- I have a safe business: I protect myself, Clients and the Coaching Industry at large by appropriate risk management techniques which includes adequate insurances (as directed by a licensed insurance risk assessor or financial planner), appropriate legal contracts and/or disclaimers (as directed by a business lawyer).
- I understand and fulfil my legislative requirements. I respect and act in accordance with the laws of the jurisdiction in which I practice.
- I abide by all Occupational Health and Safety laws relating to my work environment
- Any promotion of myself or my products and services is accurate and is free from any statement which could be deemed to be false, fraudulent, misleading or deceptive.
- I work on my business as well as in my business.
- I terminate the coaching at the client's request or in the event that I find that the coaching is unlikely to succeed, or in the event that I find the scope of the coaching to fall outside of my professional limitations. I also ensure that a coaching relationship does not exist for longer than is appropriate for the needs of the Client and terminate the engagement if there are indications that the client is no longer benefiting from the coaching relationship. I take steps to ensure that I am empowering the Client to go forward and I am not creating a relationship based on dependency.
- I understand that my professional responsibilities are not limited to the guidelines of this Code of Conduct. I agree in addition to abide by local and international laws and the best practices of other relevant trade associations and professional bodies to which I belong. In the event of a conflict of this Code and another Code to which I am subject, I will select the most appropriate guideline for the activities I conduct.

Industry Mastery

- I am a leader in the Coaching Community: I understand that every Coach has a responsibility to promote the Coaching Industry in a positive light. I lead others by modelling professional, competent and ethical behaviour.
- I am generous: I agree to utilise my Coaching gift in an altruistic manner. I 'give back' in a way that is meaningful to society.
- I am grateful: I cherish all that I have. I celebrate abundance. As such I am in a position to build collaborative relationships and to refer and connect others within this industry.
- I embrace diversity. I respect the dignity of all human beings. I have a respect for the various different approaches to coaching and for the other coaches in the industry. I use a range of coaching styles, tools and resources which are sensitive to the Client's individual and cultural differences.
- I honour the reputation of the Coaching Industry: I agree to speak positively of all of the people and all of the components within the Coaching Industry, at all times. I will strive to personally assist the Coaching Industry to become a recognised profession.