



INTERNATIONAL  
COACH GUILD

# ICG Code of Ethics

The International Coach Guild is committed to maintaining and promoting excellence in coaching practice. Therefore it expects all members to adhere to the essential elements of ethical, competent and effective practice as set out in this Code of Ethics.

Coaches are specifically trained in coaching through a school or supervision by a mentor coach.

1. I will conduct myself in accordance with the International Coach Guild Code of Ethics in all coach training and coach mentoring
2. I will truthfully identify my coaching qualifications, expertise, experience, certification and ICG recognition
3. I am responsible for ensuring that my clients know of and fully understand, before and at their first session, the terms and conditions of any coaching contract including session cost and frequency
4. All claims made to my clients are honest, accurate and consistent with maintaining the coaching industry's good reputation
5. As a coach I will keep myself informed of new technologies, practices, legal requirements and standards that are relevant to the coaching industry
6. As a coach I am willing to suspend or terminate current coaching activity when I am alerted to signs of personal challenges that may interfere with my performance as a coach with a client, and seek professional consultation
7. Throughout the duration of a professional contracted coaching relationship, as a coach I shall not initiate, develop, pursue nor engage in a personal relationship with my client
8. I will be sensitive to issues of culture, religion, gender, sexuality, disability, race and all other aspects of diversity
9. I establish clear agreements and contracts with my clients and sponsors. I will honour all agreements and contracts made in the context of professional coaching relationships
10. I will not mislead or make false claims about what my client or sponsor will receive from me as a coach
11. I will make my clients aware that psychological or counselling support is not normally delivered by a coach should it be required by a client. If so, the client should be referred to an appropriate specialist service provider
12. I will maintain, store and dispose of any client records created in my coaching business in a manner that promotes confidentiality, security and privacy, and complies with any applicable laws and agreements
13. I will ensure that any coaching agreement contains a clause stating that if any evidence of illegal activity or the potential harm to the client themselves or others is disclosed, you may have to inform the appropriate authorities and so be unable to maintain complete client confidentiality
14. I will respect the client's right to terminate the coaching at any point during the coaching process



15. As a professional I shall monitor the quality of my own work through regular feedback from my clients and other appropriate professionals
16. If a client does not pay for the services as agreed, and I wish to use collection agencies or legal measures to collect the fees, I will first inform the person that such measure will be taken, and provide that person an opportunity to make prompt payment
17. I will complete at least 20 hours annually of professional development in the theory and practice of coaching. This is a requirement for those of you who wish to continue your International Coach Guild coach recognition when preparing for renewal
18. I will maintain and keep current any insurances that are appropriate for my coaching business as required in my country of practice
19. If I wilfully or knowingly condone any act by others which contravenes this code then I shall be as equally responsible as if I had committed such an act myself
20. I will ensure that I have appropriate permission to utilise intellectual property or copyrighted material developed by others and will not pass off such as my own. This includes but is not limited to coaching resources and computer software licensing

As an ICG Professional Coach and member, I acknowledge and agree to honour my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the ICG Code of Ethics, and to practice these standards with those whom I coach.

If I breach this Pledge of Ethics or any part of the ICG Code of Ethics, I agree that the ICG in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICG for any breach may include sanctions, such as loss of my ICG membership and/or my ICG recognition.