

WINvicta is committed to maintaining and promoting excellence in coaching and commit to the need for continued and ongoing development of professional skills.

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Section 1: Professional Conduct

As a coach, I:

1. Hold myself accountable to the highest level of integrity, in all my interactions with clients and colleagues.
2. Refrain from unlawful discrimination in including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
3. Make verbal and written statements that are true and accurate about what I offer as a coach and the coaching profession.
4. Accurately identify my coaching qualifications, expertise, experience, training, certifications and credentials.
5. Recognize and honor the efforts and contributions of others and only claim ownership of my own material
6. Strive at all times to recognize my 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.
7. Conduct and report research with competence, honesty and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.
8. Maintain, store and dispose of any records, including electronic files and communications, created during my coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.

Section 2: Conflicts of Interest

As a coach, I:

1. Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict and offer to remove myself when a conflict arises.
2. Clarify roles for coaches, set boundaries and review with stakeholders conflicts of interest that may emerge between coaching and other role functions.
3. Disclose to my client and the sponsor(s) all anticipated compensation from third parties that I may receive for referrals of clients or pay to receive clients.
4. Honor an equitable coach/client relationship, regardless of the form of compensation.

Section 3: Professional Conduct with Clients

As a coach, I:

1. Ethically speak what I know to be true to clients, prospective clients or sponsors about the potential value of the coaching process or of me as a coach.
2. Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.
3. 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.
4. Hold responsibility for being 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).
5. Avoid any sexual or romantic relationship with current clients.
6. Respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement. I shall remain alert to indications that there is a shift in the value received from the coaching relationship.
7. Encourage the client or sponsor to make a change if I believe the client or sponsor would

be better served by another coach or by another resource and suggest my client seek the services of other professionals when deemed necessary or appropriate.

Section 4: Confidentiality/Privacy

As a coach, I:

1. Maintain the strictest levels of confidentiality with all client and sponsor information unless release is required by law.
2. Have a clear agreement about how coaching information will be exchanged among coach, client and sponsor.
3. Have a clear agreement when acting as a coach with both client and sponsor about the conditions under which confidentiality may not be maintained (e.g., illegal activity, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc.) and make sure both client and sponsor understand that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I may need to inform appropriate authorities.