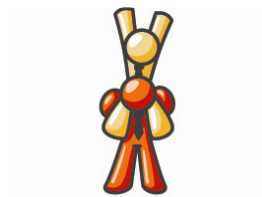


The **121** business coach code of conduct:

- Always conduct themselves to the highest levels of ethics, integrity, accountability and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
- Uphold and maintain the good representation of the profession of life coaching.
- Comply with both the spirit and the letter of any agreements made with their clients, potential clients and other professional colleagues.
- Make any commercial agreements with clients and potential clients that are fair and respect all parties to such agreements.
- Clearly state to clients and potential clients, the terms of any commercial agreement.
- Represent true levels of status, title, competence and experience in order not to mislead, misrepresent or defraud.
- Make no un-realistic claims or implications of the services provided.
- Obtain written permission from any client or potential client before releasing their names as referees.
- Respect the absolute rights of clients' confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
- Recommend different coaching, professional advice or resources when these will be more appropriate to the client's needs.
- Not offer professional information or advice that is known to be confidential, misleading or where accuracy is beyond her competence to assess.
- Not knowingly coach anyone below the age of 18 years without the express written consent of parent, guardian or teacher as appropriate.
- Comply with all laws and bye-laws of the UK and the country of residence where the client is based if that is not within the UK.
- Ensure that all advertisements and promotional materials, whether verbal or written, are legal, decent, honest, truthful and in compliance with the UK Advertising Standards Authority.
- Make a copy of this Code freely available to all clients and potential clients, and if requested to any other interested parties.



121 business coach

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