

YSC EXECUTIVE COACHING Code of Ethics

Our Code of Ethics is designed to provide:

- the best possible coaching experience for individual clients
- transparent understanding for sponsor companies
- clear professional standards for our coaches

As Coaches we undertake to abide by the following principles and procedures:

Professional Conduct with Clients

We will –

- Establish a clear contract with the Sponsoring Company and the Client which covers:
 - the process and aims of coaching
 - confidentiality and boundary management
 - the hours and period of the engagement
 - fees, travel and cancellation arrangements
- Act within the Laws of the jurisdiction within which we practise
- Ensure our professional relationships with clients are not prejudiced by any personal views that we hold about lifestyle, gender, age, disability, race, sexual orientation, beliefs or culture
- Not exploit any aspect of the coaching relationship for personal or professional benefit, acting always in the Client's and Sponsor's best interest. When a conflict of interests is unavoidable, we will disclose this and openly discuss how to proceed
- Refer the client to additional or alternative support when we believe this to be required
- Respond promptly to any complaint received from client. If the client is not satisfied that the coach has acted in accordance with good practice, they shall be encouraged to report the matter to either:

Robert Sharrock, Managing Director, YSC Executive Coaching
t. 020 7520 5555
robert.sharrock@ysc.com

David Presswell, Managing Consultant, YSC Executive Coaching
t. 020 7520 5535
david.presswell@ysc.com

Professional Competence

We will –

- Keep the client's development central to our work, and ensure the services we provide are appropriate to their needs
- Provide high professional standards and be open and frank about the coaching techniques we use

- Take all reasonable steps to communicate our qualifications and capabilities accurately
- Invest in our professional development to ensure the level of our skill is continually reviewed and enhanced, and that we are up to date with current thinking and best practice
- Have regular, structured supervision either within or external to YSC to review client case work and to monitor our own effectiveness
- Maintain insurance cover for professional indemnity and liability

Confidentiality

We will –

- Respect the confidentiality of shared information, except as otherwise authorised by the client or as required by law.
- Comply with the provisions of the Data Protection Act 1998 (and every modification or re-enactment thereof) in relation to all client records stored on computer or other media.