

Business Innovator Labs™
Code of Conduct for Coach - Facilitators

- I will identify my level of coaching competence to the best of my ability and I will not overstate my qualifications, expertise or experience as a coach.
- I will respect the confidentiality of my client's information, except as otherwise authorized by my client, or as required by law.
- I will obtain permission from each of my clients before releasing their names as clients or references.
- I will be alert to noticing when my client is no longer benefiting from our coaching relationship and thus would be better served by another coach or by another resource and, at that time, I will encourage my client to make that change.
- I will avoid conflicts between my interests and the interests of my clients.
- Whenever the potential for a conflict of interest arises, I will, on a timely basis, discuss the conflict with my client to reach informed agreement with my client on how to deal with it in whatever way best serves my client.
- I will not give my clients or any prospective clients information or advice I know to be confidential, misleading or beyond my competence.
- I will acknowledge the work and contributions of others; I will respect copyrights, trademarks and intellectual property rights and I will comply with applicable laws and my agreements concerning these rights.

August 2007