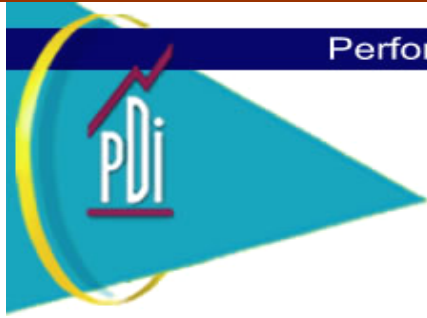




PDi360° Coaching Ethics©
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**PDi360° Coaching Certification©
Ethical Conduct & Standards**

Performance Dimensions international LLC
www.pdisurvey.com



PDi360°CoachingCertification© Ethical Conduct & Standards

People



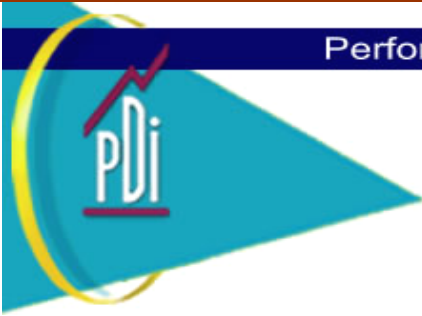
Process



Performance



Doing What Matters



PDi360° Coaching Certification©

Facilitating Excellent Performance

Ethical Conduct & Standards

Introduction to PDi360° Coaching Ethics

Performance Dimensions International LLC (PDi) adheres to and supports the International Coach Federation* (ICF) ethics of business coaching. These ethics have provided the foundation upon which the PDi ethics have been further developed. All **PDi360° Certified Coaches©** must adhere to the coaching ethics herein described. It is important to note that these coaching ethics are derived from the values and coaching PDi360° Coaching Competencies© necessary to effectively help the client improve their personal and professional life. The underlying belief is that every client can improve their performance, productivity and overall work-life balance.

The PDi business coach's responsibility is to:

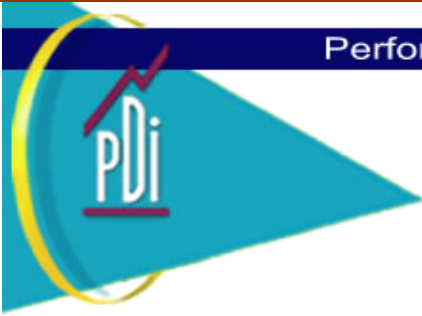
1. Support the client's self discovery process as it pertains to: education & training, clarifying options, understanding potential consequences, supporting the client's professional and personal goals through a behavioral based focus on performance improvements.
2. Elicit client/coach-generated strategies and solutions that reinforce individual responsibility and accountability for improving performance.
3. Provide ongoing and effective coaching follow up to ensure positive results.

PDi360° Coaching Defined

PPDi360° Coaching© is a process that helps individuals and teams produce extraordinary results in their lives, careers, businesses and organizations.

Through the process of coaching, clients deepen their understanding, improve their performance, and enhance the quality of their personal and professional lives.

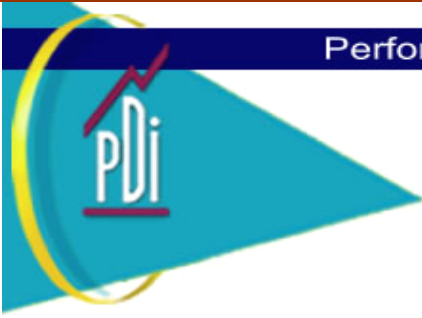
In each coaching session, the client and coach jointly focus the conversation and exploration in the quest of developing both insight and behavioral changes. The **PDi360° Certified Coach©** actively listens, questions and provides feedback to facilitate this process. This interaction creates clarity and moves the client into action. **PDi360° Certified Coaching©** accelerates the client's progress by providing greater focus, insight and awareness of choices. Coaching concentrates on where clients are now and what they need to do to get where they want to be in the future. Coaches recognize that results are a matter of the client's intentions, choices and actions, supported by the coach's efforts and application of the **PDi360° Certified Coaching©** process.



Ethical Conduct & Standards **Professional Conduct > Public**

As a **PDi360°CertifiedCoach**©:

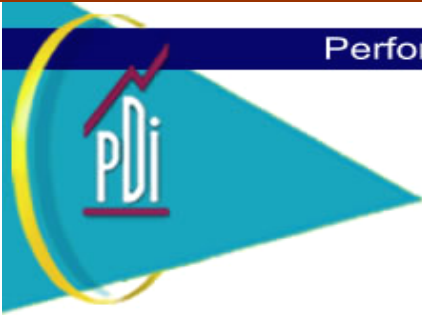
- 1). I will conduct myself in a manner that reflects positively upon the business coaching profession and I will refrain from engaging in conduct or making statements that may negatively impact the public's understanding or acceptance of business coaching as a profession.
- 2). I will not knowingly make any public statements that are untrue or misleading, or make false claims in any written documents relating to the business coaching profession.
- 3). I will respect different approaches to business coaching. I will honor the efforts and contributions of others and not misrepresent them as my own.
- 4). I will be aware of any issues that may potentially lead to the misuse of my influence by recognizing the nature of business coaching and the way in which it may affect the lives of others.
- 5). I will strive to recognize personal issues that may interfere with my coaching performance or my professional relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s).
- 6). I will conduct myself in accordance with the PDi360°Coaching Code of Ethics and standards in all training and supervisory situations.
- 7). I will conduct and report research with competence, honesty and within recognized scientific standards. My research will be carried out with the necessary approval or consent from those involved, and with an approach that will reasonably protect participants from any potential harm. All research efforts will be performed in a manner that complies with the laws of the country in which the research is conducted.
- 8). I will accurately create, maintain, store and dispose of any records of work done in relation to the practice of PDi360° business coaching in a way that promotes confidentiality and complies with any applicable laws.



Ethical Conduct & Standards Professional Conduct > Clients

As a **PDi360°CertifiedCoach**®:

- 9). I will be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact that I may have with my clients.
- 10). I will not become sexually involved with any of my clients.
- 11). I will construct clear agreements/contracts with my clients, and will honor all agreements/contracts made in the context of professional business coaching relationships.
- 12). I will ensure that, prior to or at the initial coaching session, my client understands the nature of coaching, the bounds of confidentiality, financial arrangements, any company policies and other terms of the coaching agreement.
- 13). I will accurately identify my qualifications, expertise and experience as a PDi360°Certified Coach.
- 14). I will not intentionally mislead or make false claims about what my client will receive from the coaching process or from me as their PDi360°Certified Coach.
- 15). I will not give my clients or prospective clients information or advice I know or believe to be misleading.
- 16). I will not knowingly exploit any aspect of the coach-client relationship for my personal, professional or monetary advantage or benefit.
- 17). I will respect the client's right to terminate business coaching at any point during the process. I will be alert to indications that the client is no longer benefiting from our business coaching relationship.
- 18). If I believe the client would be better served by another coach, or by another resource, I will encourage the client to make a change.
- 19). I will suggest that my clients seek the services of other professionals when deemed appropriate or necessary.
- 20). I will take all reasonable steps to notify the appropriate authorities in the event a client discloses an intention to endanger self or others.



Ethical Conduct & Standards **Professional Conduct > Confidentiality**

As a **PDI360°CertifiedCoach**©:

- 21). I will respect the confidentiality of my client's information, except as otherwise authorized by my client, company policies or as required by law.
- 22). I will obtain agreement from my clients before releasing their names as clients or references, or any other client identifying information.
- 23). I will obtain agreement from the person being coached before releasing information to another person or organization compensating me.

Ethical Conduct & Standards **Professional Conduct > Conflicts of Interest**

As a **PDI360°CertifiedCoach**©:

- 24). I will seek to avoid conflicts between my self interests and the interests of my clients. Whenever any actual conflict of interest or the potential for a conflict of interest arises, I will openly disclose it and fully discuss with my client how to deal with it in whatever way best serves my client.
- 25). I will only barter for services, goods or other non-monetary remuneration when it will not impair the business coaching relationship.

Contact Information:

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956 772-1212

**Adapted from the International Coach Federation Ethics Policy*