



BCC Code of Ethics

The Board Certified Coach (BCC) certification, like many certifications, has a written, enforceable code of ethics. The following are the ethics to be followed as a Certified Coach. On our Facebook group page: <http://www.facebook.com/AcademyOfChoice>, you are to discuss each point. At the end of this handout are three ethically challenging situations. You are to discuss how you would handle said situations on the Facebook page.

These ethical standards can be found at <http://www.cce-global.org/Assets/Ethics/BCCcodeofethics.pdf>

Board Certified Coach Code of Ethics

SECTION A: COMPLIANCE WITH LEGAL REQUIREMENTS AND CONDUCT STANDARDS

BCC certificants and applicants shall:

1. Comply with all applicable laws and governmental regulations relating to occupational activities.
2. Refrain from conduct or behavior that is contrary to legal or regulatory requirements.
3. Refrain from behavior involving dishonesty or fraud.
4. Refrain from unlawful discrimination in occupational activities, including age, race, gender, ethnicity, sexual orientation, gender orientation, religion, national origin or disability.
5. Avoid condoning or engaging in harassment, including deliberate or repeated unwelcomed comments, gestures or physical contact.
6. Maintain accurate records related to the coaching relationship for a period of five (5) years. Records must include current data identifying the client and sponsor; fees schedule and payment documentation; coaching service agreement; purpose and

goals of services; progress notes; referrals made; and date of coaching relationship termination. At the conclusion of the five year record maintenance period, certificants and applicants may dispose of coaching records in a manner that protects client privacy.

7. Disclose to appropriate governmental agencies and sponsors when a client appears to be a danger to or is otherwise unable to act safely concerning self or others. Such disclosures shall be consistent with the coaching service agreement as well as legal and occupational requirements.

SECTION B: COMPLIANCE WITH CCE ORGANIZATIONAL POLICIES AND RULES

BCC certificants and applicants shall:

1. Comply with all applicable CCE policies and procedures, including the BCC *Code of Ethics* and CCE *Ethics Case Procedures*, as amended or revised.
2. Provide accurate information to CCE.
3. Maintain the security of confidential CCE information and materials, including examination materials.
4. Cooperate with CCE concerning ethics matters, including the collection of information.
5. Inform and support others, such as employers, sponsors or coaches, regarding the responsibilities established by this *Code*.
6. Report an apparent violation of the BCC *Code of Ethics* by a certificant or an applicant upon a factual basis

SECTION C: PERFORMANCE OF SERVICES AND OTHER OCCUPATIONAL ACTIVITIES

BCC certificants and applicants shall:

1. Conduct all occupational activities in a responsible manner.
2. Recognize the limitations of coaching practice and qualifications, and provide services only when qualified. Certificants and applicants are responsible for determining the limits of their competency based on education, knowledge, skills, experience, credentials and other relevant considerations.
3. Protect the privacy of information obtained in the course of providing services, including electronic files and communications. Certificants and applicants shall not disclose this information unless authorized to do so by applicable legal requirements, client authorization or the written coaching agreement. The limits of privacy shall be clearly identified before coaching services begin.
4. Properly use occupational credentials, titles and degrees; and provide accurate information concerning education, experience, qualifications and the performance of services.

5. Avoid coaching techniques that are harmful or have been shown to be ineffective. Certificants and applicants are responsible for ensuring that the techniques used are consistent with clients' emotional, intellectual and physical needs. Certificants and applicants shall inform clients regarding the purpose, application and results of the techniques, assessments and strategies.
6. Obtain a written coaching service agreement before initiating a coaching relationship. This agreement shall include the rights, roles and responsibilities of the parties involved, as well as the manner in which private information will be protected.
7. Seek supervision from qualified professionals when necessary, and provide referrals when unable to provide appropriate assistance to a client as well as when terminating a service relationship.
8. Ensure that clients, sponsors and colleagues understand that coaching services are not counseling, therapy or psychotherapy services, and avoid providing counseling, therapy and psychotherapy.

**SECTION D:
AVOIDANCE OF CONFLICTS OF INTEREST AND THE APPEARANCE OF
IMPROPRIETY**

BCC certificants and applicants shall:

1. Disclose to others, including sponsors, clients or colleagues, significant circumstances that could be construed as a potential or real conflict of interest, or any having an appearance of impropriety.
2. Avoid conduct that could cause a conflict of interest regarding clients or sponsors. If a conflict of interest occurs, certificants and applicants shall take reasonable steps to resolve the conflict.
3. Avoid engaging in multiple relationships with clients or sponsors. In situations where multiple relationships cannot be avoided, certificants and applicants shall discuss the potential effects of the relationships with the affected individuals and shall take reasonable steps to avoid any harm. This discussion should also be noted in the client's record.
4. Avoid sexual or romantic relationships with current clients. Certificants and applicants shall not engage in sexual or romantic interactions with former clients for a minimum of two (2) years following the date of termination.
5. Refrain from offering or accepting significant payments, gifts or other forms of compensation or benefits outside of the written coaching service agreement.
6. Acknowledge accurately the intellectual property of others with respect to all activities.

Please discuss the following on [Academy of Choice's Facebook](#) page.

Scenario 1:

How would you know if you are compliant with Ethical Code C.8.? What are the differences between coaching and counseling, therapy and psychotherapy?

Scenario 2:

You have a 16 year-old client who identifies as a gay male. He wants to “come out” to his religious, conservative parents, and is concerned about how they might react. He wants to figure out how to tell them in a way that will minimize conflict. How do you coach this young adult? How do your values and beliefs influence how you work with him?

Scenario 3:

You have a client who has lost her job and is currently living on government assistance. She was working for an in-house cleaning/maid service. She lost her medical benefits and cannot afford to see you, but really needs your coaching services. She asks if she can clean the office or your home in exchange for your coaching services. Discuss how you would handle this situation.