

## **Code of Ethics**

Advantara® coaches, employees, consultants and training faculty subscribe to this Code of Ethics, which provides:

- broad principles, standards and values and
- general guidelines for use in everyday practice.

Our aim is to develop a professional standard defining our field and dedicated to fostering an ethical workplace, improving the human and global business environment through global executive coaching and personal/professional development and training for Global Executive Coaches.

This Code serves as a foundation. Advantara® coaches, faculty, and associates are encouraged to update their personal and professional standards on an ongoing basis, recognizing that who they are is the foundation for how they work with their colleagues, students, coach mentees, and clients.

## **Definition of Global Executive Coaching**

We view global executive coaching as:

- a facilitative, mutually designed relationship between a professional global executive coach and an individual, team or group of executives with influential positions in globally operating multicultural organizations;
- a profession that supports global executives in meeting challenges, solving problems, and creating and leveraging opportunities for themselves, their organizations, and the welfare of the global business environment.

- a relationship that empowers executives and teams from different cultures to manage constant adaptations and transitions across new and different environments successfully and to leverage the rich complexity of diversity;
- a process that enables clients to remain rooted in their original cultural perspective while developing a consciousness of how individual actions and decisions affect multiple systems and outcomes and express competencies for working across cultures;
- a process that facilitates surfacing our clients' wisdom and uses constantly developing goals and strategies to produce observable and measurable results.

## **Our Philosophy and Commitment:**

Our approach to global executive coaching is guided by the principles of interdependence in life and business, sustainability, and mindfulness as well as practical business knowledge of political, social, and economic systems and organizational dynamics as a background for the leadership development of executives and their teams.

We commit to constantly improving and developing high awareness, cross cultural competencies, multilevel systemic business acumen and continuous self-development in ourselves and in our clients.

Our understanding is that every coach and every client is accountable, based on our belief that we are all creative, resourceful, self-developing and whole human beings with inherent ongoing growth opportunities.

Advantara coaches, graduates, employees, faculty and associates work towards the aim of a better human and global business environment through our own personal and professional development as well as that of our clients.

## **Standards of Professional Conduct**

Advantara coaches, graduates, employees, faculty and associates do our best to ensure that in all dealings with our clients and colleagues we display the highest standards of professional conduct in a global and intercultural environment.

As professional representatives of the field of Global Executive Coaching, we:

- acknowledge the dignity of all humanity, regardless of class, social status, gender, age, sexual orientation or culture;
- conduct ourselves in a respectful manner, including and leveraging diversity and promoting equal opportunities for all;
- do our best to ensure that the client fully understands
  - the coaching partnership and process,
  - the coaching agreement and expectations,
  - the terms, conditions, and duration of the coaching partnership, and
  - responsibility for their own success;
- endeavor to treat all clients with integrity, dignity and honour, being aware of our own belief and values systems and the effect these may have on our coaching and our clients;
- clarify with the client any cultural value differences we may hold which may affect the partnership and respect any decision made regarding the partnership arising from such differences;
- maintain an appropriate level of confidentiality which is clarified at the outset of the relationship, disclosing information only when and in the manner explicitly agreed with the client, yet making it clear that confidentiality will be suspended should there be evidence of serious danger to the client or to others if information is withheld;
- understand that professional responsibilities on confidentiality continue beyond the termination of any coach/mentoring partnership;
- agree at the outset with our clients on appropriate notice periods for terminating the coaching partnership, respecting the dignity and professionalism of the coach, the client and the organizations to which they belong;
- do our best to be aware of, and address directly and resolve with our clients any potential conflicts of interest of either a commercial or personal nature.

### **Professional Adherence to Legal Obligations on Records, and Intellectual Property**

We will:

- operate within local laws applicable to the coach, following regulations and maintaining appropriate and accurate coaching records of our work with clients;

- do our best to make sure that reasonable precautions have been taken to protect against third party disclosure except where required by law or preservation of safety and life;
- clearly understand and accurately represent to others our level of professional experience, competence and knowledge;
- maintain and represent clearly and accurately the distinctions between our own work (in any form) and that of others;
- take responsibility for clarifying and fully respecting and honoring all licensing and contractual agreements with associates, colleagues, and clients.

## **Professional Development of the Field of Global Executive Coaching**

**We will:**

- be aware of and maintain distinctions between global executive coaching and other types of specialist coaching, training, consulting, counseling or organizational development;
- collaborate with colleagues to raise the profile and standards of global executive coaching to reflect well on our profession and individual members of our profession.

## **Professional Development as Individuals**

**We will:**

- keep ourselves informed of new technologies, practices, legal requirements and standards relevant to our profession;
- develop and enhance our level of competence by maintaining and participating in continued professional development which will include
  - training,
  - mentoring,
  - acquisition of qualifications and accreditation,
  - accurate representation of these in our records, marketing materials, and in all verbal and written interactions;
- endeavor to recognize when our limits as people and professionals are reached and either renew/extend our resources, or refer our clients to other who we believe possess them;
- monitor the quality of our work and seek feedback from clients and feedback and support from colleague and other professionals.

## **Guidelines for Handling Ethical Issues**

**We will:**

- **support our colleagues in maintaining ethical standards by sharing information and perceptions in a positive and supportive manner;**
- **when necessary, raise concerns about the ethical behavior of ourselves and others, with mentors and supervisors, with those immediately concerned and with the administration of Advantara Global;**
- **handle ethical issues and complaints with appropriate respect, boundaries, clarity and sensitivity.**

**In the spirit of ongoing professional development, this document may be amended in future as our profession develops and we grow in our understanding of new situations and issues.**