

## Code of Conduct for Executive Coaching

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<b>Professional conduct</b>	We take great care to conduct our activities professionally and with integrity. We will be completely objective in our judgement and recommendations that we make, and we will not be influenced by anything other than your best interests.
<b>Equality and discrimination</b>	We always strive to be fair and objective in our advice and actions. We will not be influenced in our decisions, actions or recommendations by issues of gender, race, creed, colour, age or personal disability.
<b>Contracts</b>	Our contract will usually be in detailed written form. These may include your aims, activities, costs, timescales and what we consider as achievable. We do our best to meet our clients' contractual requirements. Special considerations may apply if an external funding provider requires more official parameters and controls.
<b>Duty of Care</b>	We undertake to conform to relevant law. We believe that all businesses and organisations should avoid causing any adverse effect on the human rights of people anywhere.
<b>Confidentiality</b>	We are committed to maintaining the highest degree of commercial confidentiality and the protection of all personal information we are party to.
<b>Conflict of interest</b>	If a potential conflict of interest were to arise we would make our position plain to both parties, and confidentiality will always be maintained.
<b>Fees</b>	Our fees are competitive for what we provide. We try to propose solutions which accommodate our clients' available budgets and timescales. Wherever possible we agree our fees and basis of charges clearly in advance, so that we and our clients can plan reliably for what lies ahead
<b>Payment</b>	We agree our fee structure before any work is carried out. We expect payment to be made as agreed. Our terms are usually monthly in arrears.
<b>Intellectual property and moral rights</b>	We retain the moral rights in, and ownership of, all intellectual property that we create unless agreed otherwise in advance with our clients. In return we respect your moral and intellectual copyright vested in your intellectual property.
<b>Quality assurance</b>	We maintain the quality of what we do through constant ongoing review with our clients of the aims and outcomes of the service we provide. We encourage regular reviews.