



Brilliance Professionals Code of Ethics and Core Competencies

The Brilliance Code of Ethics and Core Competencies is intended to assist coaches subject to the code by offering a sound moral foundation and guidance around a variety of ethical factors that may need to be taken into consideration and helping to identify several ways of exhibiting morally sound and ethical behavior.

BRILLIANCE certified professionals who accept the Brilliance Code of Ethics and Core Competencies will always strive to be ethical, even when doing so involves making complex decisions.

Brilliance Code of Ethics and Core Competencies describes the ethical principles, standards of behavior and core values for all Brilliance Coaches/Professionals.

A Brilliance Coach/Professional is anyone who has completed Brilliance training and/or represents themselves as Brilliance certified or affiliated, in any kind of coaching-related interaction, regardless of whether a formal or informal coaching relationship has been established as it pertains to various roles as coach, coach supervisor, leadership/management, support personnel, mentor coach, trainer, coach-in-training, or any role that represents Brilliance services, coaching, and/or support.

All Brilliance certified professionals regardless of what capacity they are in, are required to follow the Brilliance Code of Ethics and Core Competencies.

The challenge in working ethically means coaches will encounter situations that require responses to unexpected issues, solutions to problems, and resolution of challenges or dilemmas.

Key Definitions

Client - the company, individual, family, team, or group being coached or the coach being mentored, trained, or supervised.

Coaching - partnering with Clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Coaching Relationship - a relationship that is established by the BRILLIANCE Professional and the Client(s)/Sponsor(s) under an agreement or a contract that defines the responsibilities and expectations of each party.

Confidentiality - protection of any information obtained around the coaching engagement unless consent to release is given.



Conflict of Interest - a situation in which a Brilliance professional is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal, legal, or otherwise.

Equality - a situation in which all people experience inclusion, access to resources and opportunity, regardless of their race, ethnicity, national origin, color, gender, sexual orientation, gender identity, age, religion, immigration status, mental or physical disability, and other areas of human difference.

Brilliance Professional - individuals who represent themselves as Brilliance certified performing in roles including but not limited to Coach, Coach Supervisor, Mentor Coach, Coach Trainer, Coach-in-Training.

Brilliance Staff - any support personnel who is contracted by Brilliance and provides professional services to, or on behalf of Brilliance.

Systemic Equality - gender equality, race equality and other forms of equality that are institutionalized in the ethics, core values, policies, structures, and cultures of communities, organizations, and society.

All Brilliance professionals must practice their best judgement in responsibly coaching using the following Code of Ethics as guidance.

BRILLIANCE Code of Ethics

The following codes of ethics will be adhered to, to the best of each Brilliance professional's ability.

Ethical Principal 1: Agreement.

Agreement. An agreement is required to conduct business. An agreement that defines roles, responsibilities and rights of all parties involved will be agreed upon prior to the commencement of services. Ensure that prior to or at the initial appointment/session the client understands the nature and potential value of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.

**Ethical Principal 2: Confidentiality.**

Confidentiality is critical in the coaching relationship. Coaches must establish and maintain a safe and confidential space where clients can fully disclose information relative to the topic/s in which they are seeking help.

Confidentiality will be maintained with all parties as agreed upon. Brilliance professionals will also maintain compliance with applicable laws. This includes a clear understanding around any information exchange among parties involved during and around coaching interactions.

The exception is that a clear understanding will be included in the agreement around conditions under which information will not be kept confidential (e.g., illegal activity, if required by law, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or others; etc.). Where a Brilliance professional reasonably believes one of the noted circumstances is applicable, an emergency contact or the appropriate authorities will be contacted.

Brilliance professionals will maintain, store and dispose of records, notes, files and communications, created during my professional interactions in a manner that promotes confidentiality, security and privacy, and complies with any applicable laws and agreements.

Ethical Principal 3: Competence.

Coaches must recognize the boundaries of their competencies and the limitations of their expertise and are required to maintain these professional boundaries. In the event the client requires competencies or expertise beyond the coaches' comfort or capacity, they will set the boundary as appropriate and refer to another professional as appropriate.

Ethical Principal 4: Respect of client autonomy.

Brilliance coaches will respect the client's right to terminate the coaching connection at any time during the process, subject to the terms of the contract.

Ethical Principal 5: Conflict of Interest. Brilliance will honor any legally binding non-compete agreements into which they enter. Brilliance will, to the best of their knowledge, avoid any conflict of interest.

Ethical Principal 6: Respect.

Respect all parties' right to terminate the coaching relationship at any point for any reason during the coaching process subject to the agreement terms and conditions.

**Ethical Principal 7: Quality.**

Assure consistent quality of coaching regardless of the amount or form of agreed compensation in any relationship.

Responsibility to the coaching business to resolve issues as a Brilliance professional

As a Brilliance professional, if becoming aware of a possible breach of the Code by self or in recognizing unethical behavior in another BRILLIANCE Professional, the issue should be respectfully raised with those involved. If this does not resolve the matter, formal escalation to the appropriate authority (e.g., BRILLIANCE Staff) should be sought for resolution.

Responsibility to Society as a Brilliance Professional

Avoid discrimination by maintaining fairness and equality in all activities and operations, while respecting local rules and cultural practices. This includes, but is not limited to, discrimination based on age, race, gender expression, ethnicity, sexual orientation, religion, national origin, disability or military status. Brilliance professionals are aware of their own and clients' impact on society. It is important to adhere to the philosophy of "doing good;" focusing on positive actions and habits and "avoiding bad."

Responsibility to honor intellectual property

Brilliance professionals will recognize and honor the intellectual property of Brilliance, and other business entities, only claiming ownership of material and content created by self. A breach of this standard may subject the offender to legal remedy by a third party.

As a Brilliance Professional, in accordance with the Standards of the Brilliance Code of Ethics, I acknowledge and agree to fulfill my ethical and legal obligations to my coaching Client(s), Sponsor(s), colleagues and to the public at large. If I breach any part of the Brilliance Code of Ethics, I agree that Brilliance in its sole discretion may hold me accountable for so doing.

I further agree that my accountability to BRILLIANCE for any breach may include sanctions, such as mandatory additional coach training or other education, or loss of my BRILLIANCE Membership, my BRILLIANCE Credentials, or the ability to utilize the Brilliance name and content.

DATE: _____

PRINTED NAME: _____

SIGNATURE: _____