

# Code of Ethics



## Definitions

- **Client:** The individual or team/group being coached, the coach being mentored or supervised, or the coach or the student coach being trained
- **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 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 coach is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal, or otherwise
- **Sponsor:** An individual or company that may be sponsoring the remuneration of the coach.

## Ethics Statement

- I shall ensure that prior to a coaching engagement, my coaching client (and sponsor, if applicable) understands the premise of coaching, confidentiality protocol and limitations, financial and other terms of the coaching agreement.
- I will ensure roles and expectations of all parties involved are clear before commencing the engagement.
- I will uphold client confidentiality, including compliance with any laws regarding personal data and communication. Conversations and client agreements are entirely confidential, unless the release of information is otherwise authorized, the client has indicated they plan to do harm to themselves or others, or the release of information is required by law.
- I will not, directly or indirectly, offer, give, solicit, or accept any form of bribe or improper advantage to or from any individual, company, or organization in the course of my professional activities. I will comply with all applicable anti-bribery and corruption laws and regulations in the jurisdictions where I operate.
- I will not disclose client names, situations, or information without the express consent of the client. I do not pressure clients for the use of their names or information for marketing or other purposes.
- I will disclose and manage conflicts of interest with transparency and professionalism.
- I will abide by the coaching agreement with regard to the right of all parties to terminate the coaching relationship at any point during the coaching process.
- I will clearly communicate and uphold the boundaries of coaching to focus on present and future goals in the context of a healthy, functioning client emotional state.
- I will suggest or refer clients to licensed mental health professionals who may need help working through past issues, traumas, or mental illness of any kind.
- I will avoid any romantic involvement with clients or sponsors and maintain appropriate boundaries.
- Should the status of a relationship change, I will cease the coaching engagement.
- I will engage in ongoing personal and professional development in an earnest commitment to personal excellence.
- I will honestly and accurately communicate professional experience, education, training, and any relevant qualifications.

**Jonathan Rennie**

President

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