



Code of Ethics

Purpose

Life coaching is emerging in South Africa as a powerful medium for bringing about transformative change in individuals who desire substantial and lasting improvement in their lives.

New Insights Africa is proud to be operating in this field and aims to bring personal freedom, confidence and growth to many South and southern African people through the actions of a high quality network of life coaches trained in the New Insights approach and methods.

In recognition of the power that life coaching has to influence people's lives, New Insights Africa seeks to ensure that the coaches that it certifies as having successfully completed its training programme, abide by a fair and reasonable code of ethics that covers the provision of coaching services and the coaching relationship.

New Insights Africa is a member of COMENSA (Coaches and Mentors Association of South Africa) and acknowledges the COMENSA Code of Ethics as a model for its use. As a consequence, the Code of Ethics that follows draws heavily on the work of COMENSA, with adaptation and amendment, where it is felt appropriate by New Insights Africa, for the specific purpose described above.

New Insights Africa trainees and coaches are encouraged to join COMENSA and enjoy the many benefits offered to members.

Definitions

1. The term 'coach' (noun) is used to describe New Insights Africa customers who offer life coaching services, either as trainees or as certified New Insights coaches.
2. The terms 'coach' (verb) and 'coaching' are used to describe the act of providing life coaching services to members of the public or private institutions, either free of charge or for remuneration.
3. The term 'client' denotes any individual or individuals using the services of a coach.
4. Where an institution hires a coach to perform coaching services for one or more of its members, the institution shall be referred to as the 'sponsor'.
5. The term 'NI' is used as an abbreviation for New Insights.
6. The term 'NIA' is used as an abbreviation for New Insights Africa.
7. The term 'COMENSA' is used to refer to the coaching discipline's representative association in South Africa, Coaches and Mentors of South Africa.



The New Insights Code of Ethics

1. Core values

In the pursuance of training and/or a coaching practice, whether for gain or not, the coach will endeavour to do everything in his or her power to:

- Respect the autonomous decisions of adults.
- Do good for the client.
- Do no harm to the client.
- Act fairly when the interests of different individuals or groups are in competition.

2. Guiding principles

The coach agrees to act in accordance with the following guiding principles in carrying out coaching services.

Responsibility

The coach acknowledges that, whereas NI and NIA provide various forms of training, guidance, structured method and approach, tools techniques and support for him or her, any coaching services that he or she may offer in whatever form, are provided in his or her capacity as an independent operator. The provision of such services and the results and effects of such services are the sole responsibility of the coach.

Dignity

The coach will have respect for the inherent worth of all human beings, regardless of perceived or real differences in social status, ethnic origin, gender, capacities, or other such characteristics. This inherent worth means that all human beings are worthy of equal moral consideration. As such, respect for the dignity and worth of all human beings also includes moral consideration of, and respect for, cultural communities.

Competence

The coach undertakes to:

- (a) Maintain high standards of competence and exercise care in determining how best to serve the needs of the client in the coaching relationship.
- (b) Ensure that he/she is adequately educated and skilled in the NIA coaching methods used to deliver their services. The home study nature of the NIA certification programme puts a responsibility on the coach to act with integrity and diligence in following the programme and fully embracing the methods and technology prescribed.
- (c) Develop and enhance his/her level of competence by participating in relevant training and continuing opportunities for ongoing professional development.

Context

The coach undertakes to:

- (a) Understand and ensure that the coaching relationship reflects the dynamic context within which the coaching is taking place.



- (b) Ensure that the expectations of the client and (where relevant) the sponsor, are understood and that they themselves understand how those expectations are to be met.
- (d) Conduct him/herself in a way that demonstrates an understanding and respect for the dignity and diversity of all people.

Boundaries

The coach undertakes to:

- (a) Maintain professional integrity irrespective of the demands of the client or sponsor.
- (b) Respect the client's right to confidentiality and privacy in the coaching relationship.
- (c) Disclose information of relevance to the coaching relationship only where explicitly agreed with the client and sponsor (where one exists) unless the coach believes that there is convincing evidence of serious danger to the client or others if the information is withheld.
- (d) Ensure the client fully appreciates, understands and agrees to the terms of any coaching contract or agreement that is entered into with him or her
- (e) Honour the terms of the abovementioned contract.
- (f) Operate within the limits of his/her own competence, recognise where that competence has the potential to be exceeded and, where necessary, refer the client to a more experienced coach or support the client in seeking the help of another relevant professional, such as a counsellor, psychotherapist, consultant or business/financial advisor.
- (g) Be aware of the potential for conflicts of interest of either a commercial or emotional nature to arise through the coaching relationship and deal with them quickly and effectively to ensure there is no detriment to the client or sponsor.
- (h) To maintain transparency of communication with other members of the coaching and mentoring professions within the confines of existing confidentiality agreements.
- (i) Act within the applicable laws and regulations of the country.

Integrity

The coach undertakes to:

- (a) Act with integrity and conduct the coaching relationship in a truthful, honest and clear manner.
- (b) Act to the benefit - and in the interest - of the client in the coaching relationship.
- (c) Approach the coaching relationship with the necessary respect and regard for related professions.
- (d) Ensure that he/she is both mentally and physically fit to deliver coaching and mentoring services.
- (e) Assume personal ownership for self-learning and self-growth.
- (f) Refrain from representing the work and views of NI, NIA or others as their own.
- (g) Act responsibly with regards to the assessment of the need for coaching as a means of intervention.



- (h) Ensure that any claim of competence, certification or any other form of accreditation is clearly and accurately explained to potential clients and that no false or misleading claims are made or implied either in the spoken or written word in marketing and/or other materials.

Professionalism

The coach undertakes to:

- (a) Consciously create a coaching environment that supports the independence of the client within the coaching relationship.
- (b) Maintain professionalism and faithfully pursue obligations and agreements made in the coaching relationship.
- (c) Be focused primarily on maximising the effectiveness of the client in the chosen areas of their life.
- (d) Refrain from exploiting or manipulating the client in any manner.
- (e) Ensure that the coaching contract is appropriate and proportional to the objectives of the coaching relationship (e.g. fees, coaching objectives, duration).
- (f) Understand that professional responsibilities continue beyond the termination of any coach/ mentoring relationship. These include the following:
 - (i) Maintenance of agreed confidentiality of all information relating to clients and sponsors.
 - (ii) Avoidance of any exploitation of the former relationship.
 - (iii) Provision of any follow-up that has been agreed to.
 - (iv) Safe and secure maintenance of all related records.
- (g) Demonstrate due respect for the variety of different approaches to coaching and other individuals in the profession.

3. Application

If you encounter an ethical dilemma in your own practice of coaching, it is incumbent upon you to seek out assistance from a suitably experienced coach or relevant professional. You are welcome to approach NIA for guidance and support. Alternatively, if you are a member of COMENSA, you could approach a member of their Ethics Committee for advice.