



## Demerara Associates Ethical Standards in Coaching

Demerara Associates is committed to delivering coaching services in alignment with internationally recognised best practices, including the ethical principles and professional standards reflected in the **International Coaching Federation (ICF) Code of Ethics**. Our approach ensures integrity, professionalism, and accountability in all coaching engagements.

### 1. Professional Conduct and Integrity

We uphold the highest standards of professional conduct by:

- Acting with honesty, transparency, and integrity
- Representing our qualifications, experience, and services accurately
- Avoiding any form of misrepresentation or misleading claims

### 2. Confidentiality and Data Protection

We maintain strict confidentiality in all coaching relationships:

- All client information is kept confidential unless required by law or authorised by the client
- Sensitive business and personal data are handled securely
- Boundaries of confidentiality are clearly communicated at the outset of engagement

### 3. Professional Competence

We are committed to delivering coaching within our areas of expertise:

- Maintaining and continuously improving professional knowledge and skills
- Engaging additional expertise or referring clients when necessary
- Ensuring coaching services are relevant, practical, and evidence-informed



## 4. Conflict of Interest

We proactively identify and manage conflicts of interest:

- Disclosing any actual or potential conflicts
- Taking appropriate steps to mitigate or avoid compromised objectivity
- Prioritising the client's best interests at all times

## 5. Client Relationship and Responsibility

We establish clear and ethical coaching relationships by:

- Defining scope, expectations, and responsibilities at the start of engagement
- Ensuring clients understand the coaching process and participate voluntarily
- Respecting the client's autonomy, decisions, and ownership of outcomes

## 6. Boundaries of Coaching

We maintain appropriate professional boundaries:

- Coaching is not a substitute for legal, financial, or psychological services
- We do not provide services outside our competence
- We refer clients to appropriate professionals where necessary

## 7. Accountability and Transparency

We ensure accountability through:

- Clear communication of services, fees, and expectations
- Honest feedback and performance tracking
- Transparent reporting aligned with agreed objectives



## 8. Respect, Diversity, and Inclusion

We are committed to an inclusive coaching environment:

- Treating all clients with dignity, fairness, and respect
- Recognising and valuing diversity
- Avoiding discrimination or bias in all interactions

## 9. Ethical Coaching Practice

Our coaching approach:

- Empowers clients to make informed decisions
- Encourages independent thinking and accountability
- Avoids manipulation, coercion, or undue influence
- Supports sustainable and responsible business practices

## 10. Continuous Improvement

We are committed to ongoing development by:

- Engaging in continuous professional learning
- Incorporating feedback to improve service delivery
- Aligning with evolving international coaching standards

## 11. Commitment to Ethical Excellence

Demerara Associates is dedicated to maintaining ethical excellence in all coaching engagements. Our commitment to these standards ensures that clients receive professional, trustworthy, and high-quality support aligned with global best practices.

### **Demerara Associates**

*Professional. Trusted. Results-Driven.*