

# CFI'S STANDARDS OF PROFESSIONAL EXCELLENCE AND ETHICS

## Description Of Coaching

CFI defines Coaching as a very personal, humanistic, result-oriented, and one-to-one developmental relationship, structured through a formal engagement, between a motivated executive seeking help and a skilled and empathetic coach with formal coach education and organizational experience. Coaching is not therapy and does not prevent, cure, or treat any mental disorder or medical disease.

## Coach-Coachee Relationship

The Coach agrees to maintain the ethics and standards of behavior established by CFI's Standards of professional excellence and ethics as given below.

It is the responsibility of the Coachee for creating and implementing his/her physical, mental, and emotional well-being, decisions, choices, actions, and results arising from the coaching relationship and his/her coaching calls and interactions with the Coach. The Coachee agrees that the Coach is not and will not be responsible for any actions or inaction, or any direct or indirect result of any services provided by the Coach. Coachee understands coaching is not therapy and does not substitute for therapy if needed, and does not prevent, cure, or treat any mental disorder or medical disease.

The Coachee acknowledges that coaching is a comprehensive process that may involve different areas of his or her life, including work, finances, health, relationships, education, and recreation. The Coachee agrees that deciding how to handle these issues, incorporate coaching principles into those areas, and implementing choices is the Coachee's responsibility.

The Coachee acknowledges that coaching does not involve the diagnosis or treatment of mental disorders as defined by the Indian Psychiatric Society and that coaching is not to be used as a substitute for counseling, psychotherapy, psychoanalysis, mental health care, substance abuse treatment, or other professional advice by legal, medical or other qualified professionals and that it is the Coachee's responsibility to seek such independent professional guidance as needed. In case the Coachee is currently under the care of a mental health professional, it is recommended that the Coachee promptly informs the mental health care provider of the nature and extent of the coaching relationship agreed upon by the Coachee and the Coach and takes an informed decision on the suitability, effectiveness and any limitations for coaching to concurrently go alongside with the other treatments.

The Coachee understands that to enhance the coaching relationship, the Coachee agrees to communicate honestly, be open to feedback and assistance, and create the time and energy to participate fully in the program.

## Standards Of Excellence And Ethics

CFI coaches are committed to displaying the highest standards of professional excellence and ethics in their professional conduct in general and their coaching practice in particular. Such standards cover the following dimensions:

- Displaying Professional conduct
- Managing coaching engagement boundaries
- Respecting privacy and confidentiality
- Enhancing professional competencies

## Displaying Professional Conduct

CFI certified coaches commit that they will:

- Conduct themselves in a manner that reflects well on coaching as a profession and refrain from doing anything that harms the image of coaching as a profession and its acceptance by its clients and sponsors.
- Accurately represent their level of coaching competence and refrain from overstating their qualifications, expertise, or experience as a coach. They also make efforts to understand the needs of every engagement and only take on those for which they have the competence and decline engagements that are beyond the limits of their competence.
- Educate their clients about coaching, what it can deliver, how it works, how they can contribute as well as its limitations.
- Not intentionally mislead or make false claims about what their clients will receive from the coaching process or them as their coach.
- Not give clients advice or information that is unverified or misleading or might not be appropriate.
- Not use psychometric and other diagnostic tools that one is not competent to administer or interpret and derive value out of.

## Managing Coaching Engagement Boundaries

CFI certified coaches commit that they will:

- Ensure clear contracts in all engagements and commitment to what is contracted with the sponsor and the coachee including their accountability, confidentiality, reporting requirements, duration, and so on.
- Resolve conflicts that might arise between the Sponsors and Coachees in terms of perceived coaching needs or assessment of effort or progress in a way that does not cause harm to the coachee or the interest of the organization.
- Find ways to alert sponsors if discussed goals are likely to change.
- Respect the policies and standards of the sponsor organization as might be applicable.

- Uphold their contractual obligations with the sponsor and client beyond the end of the coaching relationship by maintaining the confidentiality of all information relating to clients and sponsors and provide any follow-up or any handholding support that might have been agreed to.
- Maintain a clear boundary between personal and professional relationships with the coachee and avoid any actions that will create any potential conflict of interest. This might include entering into a business or an intimate personal relationship with the coachee.
- Remain alive to issues in the coaching relationship with the coachee in terms of trust, participation in the coaching process, accountability for actions, and so on and address them with openness, sensitivity, and responsibility.
- Refer coachees to other sources of help when such sources of help might be asked for or might benefit the coachee with the coachee's clear consent and willingness.
- Not continue an engagement in which the coachee is no longer benefitting from the relationship and close it with sensitivity.

## Respecting Privacy And Confidentiality

CFI certified coaches commit that they will:

- Respect clients' right to privacy during the engagement and not elicit information that clients are unwilling to share.
- Maintain the confidentiality of client organization's information as well as the client's Information including information shared in sessions, assessment data and information shared through emails and other documents and not disclose any of this to the sponsors or anyone else in the organization.
- Keep clients fully informed in advance about the nature of the information that will be shared with sponsors and CFI for purposes of reviews and updates and share such information with sponsors and CFI after clients have verified the same for factual accuracy and appropriateness from a privacy point of view.

- Disclose to the coachee, CFI's practice of peer guidance, and the fact that the coaching engagement will be discussed with such a guide, of course in the interest of the coachee and delivery quality.
- In their role as a peer-guide be governed by the same guidelines of privacy and confidentiality and uphold the confidentiality of any information shared by the coach.
- Share with CFI's engagement manager information about key milestones as well as any major risks to the engagement if any without disclosing specifics of the coachee's information including the coachee's identification details.
- To raise any issues or concerns or conflict in this area immediately with one's peer guide for clarification.

## Demonstrating And Enhancing Professional Competencies

CFI certified coaches commit that they will:

- Deal with their problems and emotional disturbances and seek help and refrain from coaching if it might interfere with their effectiveness.
- Seek and receive peer guidance in the interest of ensuring adherence to quality, demonstration of the right competence, and supporting their well-being. Such peer guidance will be bound by requirements of confidentiality as outlined in this document.
- Commit to continuing professional development through dedicated learning, reflection, development, and skill up-gradation.
- Specifically fulfil the minimum annual hours of learning specified in CFI's Continuing Professional Development Policy by participating in CFI-led webinars, learning events, workshops as well as relevant external training programs.