



COACHING CODE OF ETHICS AS ESTABLISHED BY BLUERIO INSTITUTE

The BlueRio Leadership and Resilience Coach (CLRC) lives by a high standard grounded in mindfulness, acceptance of diversity, respect, empathy, resilience and professionalism.

Coaches following this code adhere to the following:

- The coach respects, honors and believes in the client.
- The coach uses powerful questioning, goal-setting and collaborative techniques to set a foundation for client discovery, clarification and accountability.
- The coach demonstrates acceptance and an open-mind for client-driven possibilities.
- The coach co-creates an environment or process that inspires forward thinking, client problem-solving and client-driven strategies that are results-driven and based on clients' needs and desires for self-improvement, professional development and career management.
- The coach considers solutions for clients that are in alignment with the notion of being *Insightful, Masterful, Mindful and Meaningful*.
- Change and redesign of client's life is client-directed and client-motivated.

THE BLUERIO DEFINITION OF COACHING:

Coaching: Coaching is partnering and collaborating with clients in a trusting, creative and respectful process that delivers thought-provoking situations resulting in client discovery, clarification and productive self-improvement. It is a facilitation of a client-directed, client-initiated change.

PROFESSIONAL CONDUCT PLEDGE:

As a BlueRio Coach I will:

- Aim to set clear boundaries and expectations for coaching conversations and coaching plans
- Refrain from coaching engagements or conversations if in any way I feel biased or that my personal values or beliefs will inhibit me from laying down a foundation that is fair, ethical, accepting and supportive
- Create contracts &/or agreements that will be clear and I will have client consent prior to coaching engagement
- Charge fees that are fair in accordance with local, regional and otherwise community standards
- Discuss confidentiality with all concerned parties before commencing coaching
- Seek to avoid any conflicts of interest and if any shall potentially arise, I will discuss these with all parties, fully disclose the particulars and engage the clients in best ways to deal with the conflicts
- Adhere to any local, state or other municipalities when it comes to legal matters
- NOT engage in sexual relations with any clients
- Understand that while it is permissible to trade services or accept referrals, I will not do so knowingly if it may in any way jeopardize or manipulate the coach/client relationship
- Treat all clients with respect and dignity and approach all engagements with civility

As a BlueRio Leadership and Resilience Coach, I acknowledge and agree to this code. If I breach this Pledge of Ethics or any part of the BlueRio Code of Ethics, I agree that BlueRio Institute in its sole discretion may hold me accountable for so doing. I further agree that for any breach of these CODE of ETHICS may result in the loss of my coaching credentials.

NAME: _____

DATE: _____