

#### ART. 8 \_REMUNERATION

1. Employed coaches are remunerated according to their working contract.
2. Independent coaches receive their fee directly from their clients. The fee has to be agreed upon before the start of the coaching sessions. It has to be adequate to the service rendered and should be based on the ECA fee recommendations. At the beginning of the coaching activity it has to be established which additional costs will be invoiced to the client.
3. ECA Coaches do not seek advantage in competition by renouncing adequate payment .

#### ART. 9 \_PUBLICITY

1. Coaches advertise only in a way befitting their profession and their obligation of loyalty towards their colleagues. With their publicity they try to promote their profession and public acceptance for professional coaching.
2. Coaches refrain from using unloyal and misleading advertising tools. They present their qualification correctly and honestly with regard to their capabilities and experience. Their promotion is based on their actual level of qualification.

#### ART. 10 \_FINAL PRINCIPLES

1. ECA Coaches have to keep themselves informed about the professional principles established by the ECA and commit themselves to them. They can not claim ignorance.
2. Any amendments and additions to these principles will be notified in writing to ECA members. Coaches have to keep updated on the latest development permanently.



# PROFESSIONAL PRINCIPLES

OF THE MEMBER COACHES OF THE EUROPEAN COACHING ASSOCIATION

#### PREAMBEL

**These professional principles determine the conduct of the member coaches of the European Coaching Association. They apply to any activity of a coach in relation to his clients, potential clients and interested persons, collaborators, associations as well as the public.**

**ECA coaches voluntarily commit themselves to observing these principles. The ECA also discloses these principles in an appropriate manner to all collaborators of the member coaches and urge them to observe them.**

#### ART. 1 \_THE IDEA OF HUMANITY AND SERIOSITY

1. Coaches base their activity on a caring view of humanity and on moral human values. They treat all clients with kindness, respect and the dignity of free and equal human beings.
2. Coaches always behave in a way to meet their responsibilities towards their clients. They only offer their services when they expect that they bring benefit to their clients. At the beginning of a coaching they define together with their client the contents and mission of the coaching as well as the expectations and goals of both sides.


**EUROPEAN COACHING ASSOCIATION E.V.**

Standards for professional Coaching since 1994


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3. Coaches ensure a harmonious and trustful collaboration with their clients. The collaboration has to be a free decision of the client until the goals mutually agreed upon have been reached.




4. Coaches conduct themselves also outside their professional activity in a way that befits the confidence and respect their profession requires.



#### ART. 2 \_PROFESSIONAL COMPETENCE

1. Coaches comply in their activity the latest developments and methodologies in their profession with the needs of their clients. They work in a multi-disciplinary manner.

2. Coaches only accept tasks for which they have the necessary professional knowledge and experience as well as the professional licenses. Should they feel in special cases that their capabilities are not sufficient, they will enlist the support of a colleague or recommend and arrange for the help of a specialist.



3. Coaches maintain and update their level of knowledge required for their activity through continuous training in all sectors of their profession and make the advantages of their complete level of knowledge available to their clients.

4. Coaches participate in a free professional exchange of ideas with other coaches and this way increase the general level of knowledge and competence in the profession itself.



#### ART. 3 \_SELF-RESPONSIBILITY, INDEPENDENCY AND INTEGRITY

1. Coaches work self-responsibly, independently and with integrity. They do not associate with any party, organization or institution which violates human rights or the laws of their country. In particular they do not spread or use the technologies of L. Ron Hubbard.



2. Their professional independence is based on their ability to accept or refuse work at their own discretion even if a coach practices his profession as employee in a company.

3. Coaches respect this freedom also towards other coaches which may be their employees.



#### ART. 4 COLLISION OF INTERESTS

1. Coaches immediately inform their clients when they become aware of any conflict of interests.

2. Coaches terminate their sessions if they see the danger of being involved in any disloyal or dishonest activity.

#### ART. 5 \_COLLEGIAL LOYALTY

1. Coaches conduct themselves in a friendly, loyal manner with regard to the image of colleagues and of the profession. Untrue or light-minded accusations of a colleague are against the ethic of the profession.

2. In case of conflicts among coaches both parties will attempt to reach an amicable agreement or seek the reconciliation of the committee of the ECA or external mediation. In case they are considering legal action against a colleague they inform the ECA Committee beforehand to give it the opportunity to settle the matter amicably.

#### ART. 6 \_CONFIDENTIALITY

1. Coaches treat all information gained during their professional activity as strictly confidential unless any valid law or legal principal requires it explicitly. This also applies to the coaching relationship in itself.

2. This obligation of confidentiality applies even after the coaching relation ends.

3. An exemption can only be made when authorized by the client in writing.

#### ART. 7 \_COMPETITION

1. Coaches do not offer their services free of charge except for making offers nor on trial.

2. Coaches respect copyrights on concepts and publications of colleagues and use these materials only stating the sources.

3. Coaches recommend in case of professional necessity colleagues to their clients only when they can exactly evaluate their professional capabilities. They always try to recommend ECA members.

4. They do not attempt to acquire clients or collaborators of other ECA member coaches.