

## 1. INTRODUCTION

The Code of Ethics describes our (RUEDIGER HEIM HR CONSULTING) core values, ethical principles and ethical standards. Meeting these ethical standards of behavior is our core coaching competency.

The Code of Ethics serves to uphold the integrity of the global coaching profession by:

- Setting standards of conduct consistent with our core values and ethical principles.
- Guiding ethical reflection, education, and decision-making
- Adjudicating and preserving coach standards through the Ethical Conduct.

The Code of Ethics applies when the coach represent himself as such, in any kind of coaching-related interaction. This is regardless of whether a coaching Relationship (see definitions) has been established.

The challenge of working ethically means that Coaches will inevitably encounter situations that require responses to unexpected issues, resolution of dilemmas and solutions to problems. This Code of Ethics is intended to assist those persons subject to the Code by directing them to the variety of ethical factors that may need to be taken into consideration and helping to identify alternative ways of approaching ethical behavior. Coaches who accept the Code of Ethics strive to be ethical, even when doing so involves making difficult decisions or acting courageously.

## 2. KEY DEFINITIONS

- **“Client”**—the individual or team/group being coached, the coach being mentored or supervised, or the coach or the student coach being trained.

- **“Coaching”**- partnering with Clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **“Coaching Relationship”**— a relationship that is established by the HR Coach and the Client(s)/Sponsor(s) under an agreement or a contract that defines the responsibilities and expectations of each party.
- **“Code”**— Code of Ethics
- **“Confidentiality”** — protection of any information obtained around the coaching engagement unless consent to release is given.
- **“Conflict of Interest”** — a situation in which an HR Coach is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal or otherwise.
- **“Equality”** — a situation in which all people experience inclusion, access to resources and opportunity, regardless of their race, ethnicity, national origin, color, gender, sexual orientation, gender identity, age, religion, immigration status, mental or physical disability, and other areas of human difference.
- **„HR COACH“** - the Coach who works directly or as a contractor for RÜDIGER HEIM HR Consulting and has committed himself to the CoE.
- **“HR Staff”** — the RÜDIGER HEIM HR CONSULTING support personnel who are contracted and provide professional management and administrative services on behalf of HR.

- **“Internal Coach”**— an individual who is employed within an organization and coaches either part-time or full-time the employees of that organization.
- **“Sponsor”**—the entity (including its representatives) paying for and/or arranging or defining the coaching services to be provided.
- **“Support Personnel”**—the people who work for RÜDIGER HEIM HR CONSULTING in support of their Clients.
- **“Systemic equality”**—gender equality, race equality and other forms of equality that are institutionalized in the ethics, core values, policies, structures, and cultures of communities, organizations, nations and society.

### **3. CORE VALUES AND ETHICAL PRINCIPLES**

The Code of Ethics is based on the Core Values Integrity, Excellence, Collaboration and Respect and the actions that flow from them. All values are equally important and support one another. These values are aspirational and should be used as a way to understand and interpret the standards. All HR Coaches are expected to showcase and propagate these Values in all their interactions.

### **4. ETHICAL STANDARDS**

The following ethical standards are applied to the professional activities of HR Coaches:

#### **Section I - Responsibility to clients**

As an HR Coach, I:

1. Explain and ensure that, prior to or at the initial meeting, my coaching Client(s) and Sponsor(s) understand the nature and potential value of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching

agreement.

2. Create an agreement/contract regarding the roles, responsibilities and rights of all parties involved with my Client(s) and Sponsor(s) prior to the commencement of services.
3. Maintain the strictest levels of confidentiality with all parties as agreed upon. I am aware of and agree to comply with all applicable laws that pertain to personal data and communications.
4. Have a clear understanding about how information is exchanged among all parties involved during all coaching interactions.
5. Have a clear understanding with both Clients and Sponsors or interested parties about the conditions under which information will not be kept confidential (e.g., illegal activity, if required by law, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc.). Where I reasonably believe one of the above circumstances is applicable, I may need to inform appropriate authorities.
6. When working as an Internal Coach, manage conflicts of interest or potential conflicts of interest with my coaching Clients and Sponsor(s) through coaching agreement(s) and ongoing dialogue. This should include addressing organizational roles, responsibilities, relationships, records, confidentiality and other reporting requirements.
7. Maintain, store and dispose of any records, including electronic files and communications, created during my professional interactions in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements. Furthermore, I seek to make proper use of emerging and growing technological developments that are being used in coaching services (technology-assisted coaching services) and be aware how various ethical standards apply to them.

8. Remain alert to indications that there might be a shift in the value received from the coaching relationship. If so, make a change in the relationship or encourage the Client(s)/Sponsor(s) to seek another coach, seek another professional or use a different resource.
9. Respect all parties' right to terminate the coaching relationship at any point for any reason during the coaching process subject to the provisions of the agreement.
10. Am sensitive to the implications of having multiple contracts and relationships with the same Client(s) and Sponsor(s) at the same time in order to avoid conflict of interest situations.
11. Am aware of and actively manage any power or status difference between the Client and me that may be caused by cultural, relational, psychological or contextual issues.
12. Disclose to my Clients the potential receipt of compensation, and other benefits I may receive for referring my Clients to third parties.
13. Assure consistent quality of coaching regardless of the amount or form of agreed compensation in any relationship.

## **Section II - Responsibility to practice and performance**

As an HR Coach, I:

14. Adhere to the Code of Ethics in all my interactions. When I become aware of a possible breach of the Code by myself or I recognize unethical behavior in another HR Coach, I respectfully raise the matter with those involved.
15. Require adherence to the Code of Ethics by all Support Personnel.

16. Commit to excellence through continued personal, professional and ethical development.
17. Recognize my personal limitations or circumstances that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will reach out for support to determine the action to be taken and, if necessary, promptly seek relevant professional guidance. This may include suspending or terminating my coaching relationship(s).
18. Resolve any conflict of interest or potential conflict of interest by working through the issue with relevant parties, seeking professional assistance, or suspending temporarily or ending the professional relationship.

### **Section III – Responsibility to professionalism**

As an HR Coach, I:

19. Identify accurately my coaching qualifications, my level of coaching competency, expertise, experience, training, certifications and Credentials.
20. Make verbal and written statements that are true and accurate about what I offer as an HR Coach, the coaching profession, and the potential value of coaching.
21. Communicate and create awareness with those who need to be informed of the ethical responsibilities established by this Code.
22. Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise.
23. Do not participate in any sexual or romantic engagement with Client(s) or Sponsor(s). I will be ever mindful of the level of intimacy

appropriate for the relationship. I take the appropriate action to address the issue or cancel the engagement.

## **Section IV - Responsibility to society**

As an HR Coach, I:

24. Avoid discrimination by maintaining fairness and equality in all activities and operations, while respecting local rules and cultural practices. This includes, but is not limited to, discrimination on the basis of age, race, gender expression, ethnicity, sexual orientation, religion, national origin, disability or military status.
  
25. Recognize and honor the contributions and intellectual property of others, only claiming ownership of my own material. I understand that a breach of this standard may subject me to legal remedy by a third party.
  
26. Am honest and work within recognized scientific standards, applicable subject guidelines and boundaries of my competence when conducting and reporting research.
  
27. Am aware of my and my clients' impact on society. I adhere to the philosophy of "doing good," versus "avoiding bad."

## **5. THE PLEDGE OF ETHICS OF THE HR COACH:**

As an HR Coach, in accordance with the Standards of this Code of Ethics, I acknowledge and agree to fulfill my ethical and legal obligations to my coaching Client(s), Sponsor(s), colleagues and to the public at large.

signed RÜDIGER HEIM