

TRUST BEGINS HERE: CRAFTING ETHICAL COACHING AGREEMENTS THAT MATTER

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FIVE ESSENTIAL ELEMENTS TO INCLUDE:



KEY TAKE AWAY:

Confidentiality builds trust, and when clients feel safe, meaningful coaching can happen.



KEY TAKE AWAY:

Transparency and clear boundaries protect trust and ensure the coach's objectivity and the client's best interests.



KEY TAKE AWAY:

When logistics are clear, both coach and client can focus fully on the work, without distractions or surprises.



KEY TAKE AWAY:

Transparent fees and clear termination options honor the client and build trust and respect in the coaching partnership.



KEY TAKE AWAY:

Responsible use of technology and AI, guided by the ICF Code protects trust, confidentiality, and ethical practice in coaching.

NEW ICF RESOURCE: Acceptable Use of Artificial Intelligence (AI) and Client Protection Guidelines.

<https://coachingfederation.org/resource/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/>