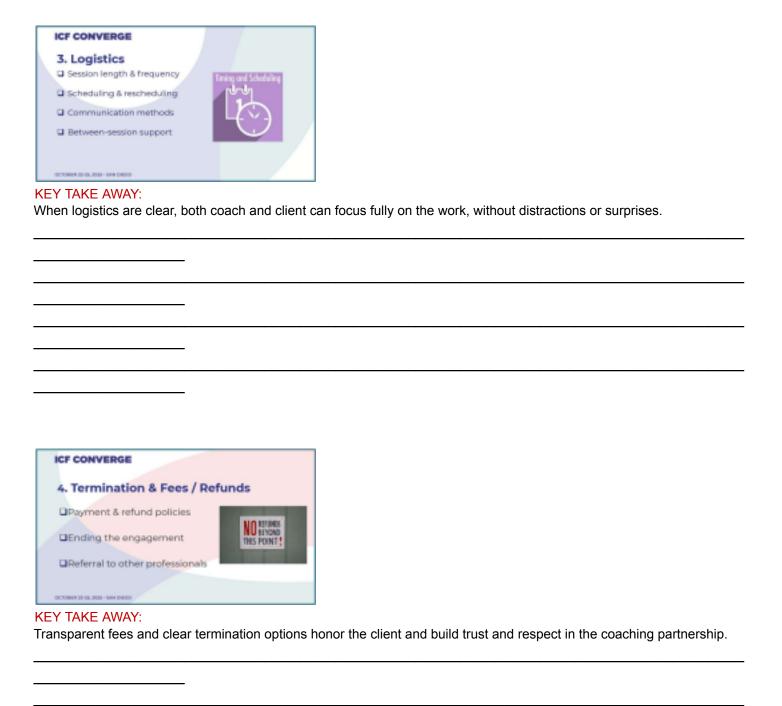
TRUST BEGINS HERE: CRAFTING ETHICAL COACHING AGREEMENTS THAT

 $MATTER \ \, \text{Presenters: Karl Van Hoey, MCC, Carrie Doubts, PCC, Sue McMahon, PCC}$

FIVE ESSENTIAL ELEMENTS TO INCLUDE:

ICF CONVERGE	
1. Confidentiality	
What is confidential Legal exceptions CONFIDENTIAL	
☐ Record-keeping & data security	
☐ Sponsor reporting	
☐ Third-party access	
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KEY TAKE AWAY:	
Confidentiality builds trust, and when clients fee	safe, meaningful coaching can happen.
	
ICF CONVERGE	1
2. Conflict of Interest	
☐ Disclose dual roles	
□ Manage conflicts openly	
□ Referral process if needed	
☐ Clarify sponsor/client identity	
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KEY TAKE AWAY:	
Transparency and clear boundaries protect trust	and ensure the coach's objectivity and the client's best interests.
	
	
	



S. Data Protection & Al Tools Tools & platforms used Data collection & storage Client consent for Al Ethical & professional standards CCOMM BIGLIOSI- AMA DECO

EY TAKE AWAY: tesponsible use of technology and AI, guided by the ICF Code protects trust, confidentiality, and ethical practice paching.	in
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EW ICF RESOURCE: Acceptable Use of Artificial Intelligence (AI) and Client Protection Guidelines.	

 $\underline{\text{https://coachingfederation.org/resource/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-protection-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-artificial-intelligence-ai-and-client-guidelines/acceptable-use-of-$