### Purpose:

To support the development of a code of conduct to underpin professional High Growth Coach practice and behaviour

### Directions:

1. Most Codes of Ethics contain two components: an **aspirational** componentand a set of **rules or principles**. The **aspirational** component usually provides an outline of what the consultancy practice aspires to, or the ideals to which it intends to adhere. An ethics code will typically list some **rules or principles**, which employees, Partners and Associates are expected to adopt and implement.
2. Here are nine simple steps to take into account when developing a code of ethics or a code of conduct:

|  |  |  |
| --- | --- | --- |
|  Steps | Key Questions | Supplementary Questions |
| Step 1: | **What is the *purpose* of your new Code of Ethics?** | * Is it to regulate behaviour?
* Is it to inspire?
* Is it to reassure your clients?
 |
| Step 2: | **How will you prepare your Code of Ethics?**  | * What processes will you use to create your new Code of Ethics?
* Who will be involved?
* How will you test people’s understanding?
 |
| Step 3: | **Does your Code of Ethics reflect the needs and values of your consultancy practice?** | * What are your core values?
* What makes you different?
* What behaviours and practices are important to you?
 |
| Step 4: | **Does your Code of Ethics contain an *aspirational* statement?**  | * What do you aspire to provide?
* Do others share your aspirations?
* Did you include their aspirations?
 |
| Step 5: | Does your Code of Ethics list key *rules or principles* to which consultants must adhere? | * What principles are important to you?
* Why have you identified these specific rules or principles?
* Why do they matter?
 |

|  |  |  |
| --- | --- | --- |
| Step 6: | Which principles or rules are the most important? | * How will you identify the most important principles?
* Are they presented in order of importance?
 |
| Step 7: | **How will your new Code of Ethics be implemented?** | * How will it be publicised, both inside and outside of your organisation?
* Will it feature on publicity materials and your web site?
* Will employees, Partners and Associates, be required to sign-up to them – and if so how?
 |
| Step 8: | **How will the Code of Ethics be reviewed?** | * How often will it be reviewed?
* Who will review it?
* How will you collect evidence of its implementation and effectiveness?
 |
| Step 9: | How will you manage incidents where the Code of Ethics has been broken? | * How will you know?
* Will you impose sanctions?
* Will you provide information, advice and guidance to help people understand and implement it?
 |

In addition to being a powerful statement of professionalism and the standards that clients can expect, a Code of Ethics or a Code of Practice can help to address ethical dilemmas. An ethical dilemma typically occurs when there is a conflict between a decision or proposed action and key values or principles.

1. Which of the statements do you identify with? If required, could you describe how you demonstrate your performance in each one? What supporting evidence could you provide?
* I strive for excellence at all times
* I exemplify the highest standards of professional behaviour and performance
* I am accountable for my actions
* I disclose any personal interest which may affect my decisions or recommendations
* I act only within my level of competence and advise otherwise when asked to act beyond it
* I continuously develop my knowledge, skills and competences and keep-up-to date with best practice
* I safeguard confidential information which comes into my possession and do not seek personal advantage from it
* I act reasonably and justifiably in identifying and resolving conflicts of values, including those of an ethical nature
* I put the interests of my clients first, doing whatever it takes to serve them to the highest possible standards at all times
* I consider any potential conflict of interest, or the perception of such a conflict, before accepting new client projects
* I take all reasonable steps to protect the interests and confidentiality of my clients
* I act independently and objectively, and exercise professional care to establish the facts of a situation resulting in informed and considered judgements
* I network with other management consultants and other professionals
* I continue to develop my business consulting competences and keep up-to-date with best practice
* I ensure that I properly understand their interests and respond to them in a planned and considered manner
* I establish, maintain and develop business relationships based on mutual confidence and trust
* I refrain from entering into any agreement or undertaking any activity which is unlawful, anti-competitive or that violates my personal code of practice and values
* I ensure that any agreements I enter into or activities I undertake are consistent with the interests of my consultancy practice
* I do not offer nor do I accept gifts, hospitality or services which could create, or imply, an improper obligation