

Ethical principles

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Huh, didn't expect to find this here? Well, we are German, so we do love us some structured guidelines. These ethical principles are the basis of our work and the way we approach any coaching challenge. After all, we can't exactly talk the talk about accountability, trust, and transparency and not walk the walk ourselves, right?

The ethical principles of the Karlsruher Institut form the backbone of our approach to coaching. The most central one? Coaches treat their clients in an appreciative, respectful, and accepting manner. Know that you and your challenge will be heard and listened to without judgment – you're at the heart of our work and your success is what matters to us.

Here's the long version:

1. Principles of Coaching:

- Coaching is goal-, solution- and resource-oriented.
- The client's concern is at the heart of each coaching session.
- Being transparent: clients are assured that the coach is willing to explain their working methods and to lay out parts of the procedure transparently. The coach-client relationship is based on trust and the client's autonomy, self-determination and self-responsibility is guaranteed at any time.
- Coaching is based on the assumption that it is the client's resources to find solutions or achieve goals and that these resources can be activated through coaching.
- Coaching is based on systemic solution-oriented methods focussing on the client's resources, with the aim of further developing these resources.
- Coaching also makes use of other methods if in line with the systemic solution-oriented approach.
- Coaching values the client's perspective at any time and respects their self-protection.
- The client's environment is included in the solution finding process.
- Coaching takes on a holistic view and aligns the methods used accordingly.

2. Responsibility

- Coaches take responsibility for the formulation of and compliance with the service agreement between them and the client. The service agreement includes: objectives, procedures, methods, time frame, fee agreements and the duty of confidentiality.
- The coach is responsible to build up and maintain a coach-client relationship based on trust.
- Coaches are responsible for their professional actions in the awareness of the possible personal and social consequences.
- Coaches are aware of their own cultural and biographical background and respect the unique character, perspectives and solutions of their clients.
- Setting boundaries: coaches are responsible for their capacity to act and must reject assignments that they cannot perform professionally or that violate the principles of these ethical guidelines.
- Dependencies between coaches and clients must be addressed and solved.

3. Professional Expertise

- Coaches have a strong professional, social, personal and emotional expertise.
- Professional expertise: coaches are committed to using their professional knowledge and coaching skills for the benefit and in the interest of their clients. The coaches' work should lie within the framework of their expertise. Should that not be the case, external professionals must be consulted.
- Social expertise: coaches use their communication skills and techniques for the benefit of their clients. They act consistently in their role. They take on a holistic approach.
- Personal and emotional expertise: coaches employ their own resources and skills and hold a high level of self-awareness, self-regulation, motivation, and empathy.
- Appropriate precautions are taken in the event of impairment of the ability to act professionally, for example due to illness or bias.
- Coaches are committed to continuous further education and self-reflection/ supervision in order to keep their professional knowledge and methodological expertise up to date.

4. Confidentiality and Data Protection

- Coaches must ensure that all regulations regarding the coach/client confidentiality as well as data security and privacy are complied with.
- The disclosure of information is only permitted if in the interest of the client concerned and with their consent.
- If the disclosure is required by law and ordered by an authority, the client concerned must be informed and given the reason and content of the information.
- Coaches must ensure that all documents of confidential nature are protected from access by third parties and destroyed as soon as possible, at the latest after expiry of the statutory retention period.

5. Coaching Relationship

- Coaches must not make abuse of the coach/client relationship arising from the professional relationship. Abuse occurs when coaches fail to fulfill their responsibilities to clients and satisfy their own personal interests, e.g. sexual, economic, social, or spiritual interests.
- Coaches respect the dignity and integrity of their clients, in particular their right to self-determination and self-responsibility.
- Coaches are transparent in communicating the possibilities and limits of their work to the client.
- A fee agreement is made before the acceptance of an assignment.