



# Code of Conduct for IAD MCO's

## Introduction

The purpose of this Code of Conduct is to establish and maintain standards for MCO's within the Institute for Adult Development (IAD) and to inform their individual clients seeking their services as well as members of the public. Ethical standards comprise such values as integrity, competence, confidentiality and responsibility. IAD MCO's, in assenting to this code, accept their responsibility to clients, colleagues and the IAD. The client's interest is paramount, but where MCO's have a conflict of responsibilities, they have to use their MCO-level judgment. Therefore, the Code of Conduct is a framework within which to work rather than a set of instructions.

## General principles

Firstly, the IAD maintains that:

1. MCO and client enter into an unequal MCO relationship, used intentionally for the benefit of the client.
2. Clients do not necessarily know what is best for them if they are low AQ, but can decide for themselves what they do or do not want, both in their private and in their professional lives; clients are therefore also responsible for the choices that they make and accountable for their actions.
3. The responsibility of the MCO is to offer the client an opportunity to explore their construction of their unique Thinking Style and offer ways of Deconstructing/Reconstructing it for greater self-awareness.
4. During the MCO relationship, the choices of the client have priority over those of the MCO.

## Code of Ethics


### Issues of responsibility

MCO's are responsible for observing the principles embodied in this Code of Conduct. MCO's accept some responsibility for encouraging and facilitating the vertical development of the client within the client's own Thinking Style as per the CDT principles.

- The MCO takes account of the developmental level, abilities and psychological needs of the client.
- The MCO is aware of his/her/their own cultural identity and that of the client and of the possible implications of any similarities and differences for Next-Level Coaching.
- MCO's are aware they are not dependent upon relationships with their clients for satisfying their own emotional and other needs as they are at choice in their use of emotions during an MCO relationship.
- During coaching the MCO will not engage in non-coaching relationships, such as friendship, business or sexual relationships with their clients.
- The IAD is responsible for setting the boundaries between working and other relationships, and for making the boundaries as explicit as possible to the client.
- MCO's have a duty of candour as well as care, throughout the relationship.
- Should a mistake occur, the MCO will undertake to discuss it and offer support via the IAD and remedy without delay.
- The MCO will co-operate in the handling of a complaints procedure if one is brought against him/her/them, and ensure that reasonable arrangements are made for professional liability.

### Issues of competence

- MCO's recognise the inherent authority effect in the Next-Level Coaching relationship and the potential to influence their client's thinking.
- MCO's are Aware of the limitations of their Next-Level Coaching capacity. An MCO will refer a client to a higher level MCO if necessary, and maintain a professional network to that end.
- MCO's commit themselves to developing their capacity and capability in the Next-Level Coaching method and agree to consider continued development.
- MCO's monitor their Next-Level Coaching work through bespoke supervision by MCO9 supervisors.
- Accountability is an obvious facet of the Next-Level Coaching framework. MCO's are able to discuss this with MCO9's should they need to.
- MCO's monitor the limits of their own competence using the principles of Next-Level Coaching.
- MCO's, along with their employers and organisation clients, have a responsibility to themselves and their clients to maintain their own effectiveness, resilience and ability to function as MCO's.
- An MCO must be able to identify any situation in which their capacity to Coach a client has been reached, to the extent that they must seek help and/or withdraw from Coaching interaction, whether temporarily or permanently.



# IAD Code of Practice

This Code of Practice is intended to provide more specific information and guidance in the implementation of the principles embodied in the Code of Ethics.

## Management of the work

- MCO's should inform clients as appropriate about their capacity to Coach, and the IAD methods that form the foundation of the Next-Level Coaching framework.
- MCO's should clarify with clients the number and duration of sessions and level of fees. They should also explore a client's own expectations of what is involved in the Next-Level Coaching framework.
- MCO's should gain the client's permission before conferring with other people about the client.
- MCO's should abstain from using any of the information that they have obtained during coaching for their own personal gain or benefit, except in the context of their own development as an MCO and only with the IAD members specifically.
- If there is more than one organisational client, MCO's must ensure before Next-Level Coaching starts that all parties have the same information concerning the structure of the framework and the working IAD methodology. If there is any change in the situation or the assignment, the MCO formally revises the arrangements with all parties.
- MCO's who become aware of a conflict between their obligations to a client and their obligation to an organisation employing them will make explicit the nature of the loyalties and responsibilities involved.
- In situations where MCO's have a difference of opinion with the client or other involved parties, they will explain in terms of self-construction where the problem lies and maintain a developmental dialogue.
- An MCO's interaction with a client will end when the client has developed the balance in their Thinking Style that leads to a recognised vertical growth. In essence, the client's Intention, Awareness, Choice and Response has grown as a product of the Next-Level Coaching framework.

## Confidentiality

- MCO's regard all information concerning the client – received directly, indirectly or from any other source – as confidential. They protect their clients against the use of personal information and against its publication.
- Treating information 'in confidence' means not revealing it to any other person or through any public medium, except to those on whom MCO's rely for support and supervision specifically at the IAD.
- If MCO's believe that a client could cause danger to others, they will advise the client that they may break confidentiality and take appropriate action to warn the authorities.

## Advertising/Public Statements

- The MCO obtains the agreement of the client before using the name of the client's organisation or other information that can identify the client as a reference.
- MCO's do not advertise or display an affiliation with an organisation in a manner that falsely implies the sponsorship or verification by that organisation.
- MCO's do not make false, exaggerated, or unfounded claims about what the Next-Level Coaching framework will achieve.

