



The Stage-Coach Institute (SCi) Code of Ethics is composed of five (5) main parts:

1. Introduction
2. Key Definitions
3. SCi Core Values and Ethical Principles
4. Ethical Standards
5. Pledge

1. Introduction

The SCi Code of Ethics describes the core values of the Stage-Coach Institute (SCi Core Values), ethical principles and ethical standards of behaviour for all SCi Professionals. Meeting these SCi ethical standards of constructed behavioural outcomes is the first of the SCi core MCO competencies - "Demonstrates ethical practice: understands and consistently applies Coaching 2.0 ethics and standards."

The SCi Code of Ethics serves to uphold the integrity of the SCi and by extension, to raise the global coaching profession standards by:

- Setting standards of conduct consistent with SCi Core Values and ethical principles, which go beyond the standard coaching expectations of other governing bodies and organisations.
- Guiding ethical reflection (MCO-level specific), education and decision-making.
- Adjudicating and preserving SCi Coaching 2.0 standards through the SCi Ethical Conduct Review process.
- The SCi Code of Ethics applies when SCi Professionals represent themselves as such, in any form of Coaching 2.0-related interaction. This is regardless of whether a coaching relationship has been established. This Code articulates the ethical obligations of SCi Professionals who are acting in their different roles as MCO, MCO supervisor, or MCO mentor, or serving in an SCi Leadership role, as well as Support Personnel (see definitions).
- Although the Ethical Conduct Review (ECR) process is only applicable to SCi Professionals, the SCi Staff are also committed to ethical conduct and the Core Values and Ethical Principles that underpin this SCi code of ethics.

The challenge of working ethically means that members will inevitably encounter situations that require responses to unexpected issues, resolution of dilemmas and solutions to problems. This Code of Ethics is intended to assist those MCO's subject to the Code by directing them to the variety of ethical factors that might need to be taken into consideration and helping to identify alternative ways of approaching ethical behaviour.

SCi Professionals who accept the Code of Ethics strive to be ethical, even when doing so involves making difficult decisions or acting courageously. Whatever the situation, the overarching ethical standard is adherence to the philosophy of “the greater good”.

2. Key Definitions

- **Client** - the individual or team/group being coached, the coach being mentored or supervised, or the coach or the student MCO being developed.
- **Coaching 2.0** - partnering with Clients in a disequilibrating and disruptive process that provokes them to maximise their personal and professional potential.
- **Coaching 2.0 Relationship** - a relationship that is established by the SCi Professional and the Client under an MCO agreement or a contract that defines the responsibilities and expectations of each party.
- **Code** - SCi Code of Ethics
- **Confidentiality** - protection of any information obtained around the coaching engagement unless consent to release is given.
- **Conflict of Interest** - a situation in which an SCi Professional is involved in multiple interests where serving one interest could work against or be in conflict with another. This could be financial, personal or otherwise.
- **Equality** - a situation in which all people experience inclusion, access to resources and opportunity, regardless of their race, ethnicity, national origin, colour, gender, sexual orientation, gender identity, age, religion, immigration status, mental or physical disability, and other areas of human difference.
- **SCi Professional** - individuals who represent themselves as an SCi Member or SCi Credential-holder, in roles including but not limited to MCO, MCO Supervisor, or MCO Mentor.
- **SCi Staff** - the SCi support personnel who are contracted by the managing company to provide professional management and administrative services on behalf of SCi.
- **Internal MCO** - an individual who is employed within an organisation and coaches either part-time or full-time the employees of that organisation using the principles of the SCi and Coaching 2.0.
- **Sponsor** - the entity (including its representatives) paying for and/or arranging or defining the coaching services to be provided.
- **Support Personnel** - the people who work for SCi Professionals in support of their Clients.
- **Systemic equality** - gender equality, race equality and other forms of equality that are institutionalised in the ethics, core values, policies, structures, and cultures of communities, organisations, nations and society.

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3. SCi Core Values and Ethical Principles

The SCi Code of Ethics is based on the SCi Core Values and the actions that flow from them. All values are equally important and support one another. These values are a guide and not set in stone, however, the SCi would prefer all MCO's to view them as a way to understand and interpret the standards. All SCi Professionals are expected to showcase and propagate these Values in all their interactions.

4. Ethical Standards

The following ethical standards are applied to the professional activities of SCi Professionals:

Section I - Responsibility to Clients

As an SCi Professional (MCO), I:

1. Explain and ensure that, prior to or at the initial meeting, the SCi coaching Client(s) and Sponsor(s) understand the nature and potential value of Coaching 2.0, the nature and limits of confidentiality, financial arrangements, and any other terms of the Coaching 2.0 agreement.
2. Create an agreement / contract regarding the roles, responsibilities and rights of all parties involved with my Client prior to the commencement of services.
3. Maintain the strictest levels of confidentiality with all parties as agreed upon. I am aware of and agree to comply with all applicable laws that pertain to personal data and communications (i.e. GDPR).
4. Have a clear understanding about how information is exchanged among all parties involved during all Coaching 2.0 interactions.
5. Have a clear understanding with Clients about the conditions under which information will not be kept confidential (e.g., illegal activity, if required by law, pursuant to valid court order or subpoena; imminence of likely risk of danger to self or others; etc.). Where the SCi reasonably believes one of the above circumstances is applicable, it will inform the appropriate authorities.
6. When working as an Organisational Coaching 2.0 professional, manage conflicts of interest or potential conflicts of interest with my Client through a Coaching 2.0 agreement and ongoing dialogue. This should include addressing organisational roles, responsibilities, relationships, records, confidentiality and other reporting requirements.
7. Maintain, store and dispose of any records, including electronic files and communications, created during my professional interactions in a manner that promotes confidentiality, security and privacy, and complies with any applicable laws and agreements. Furthermore, I see to make proper use of emerging and growing technological developments that are being used in Coaching 2.0 services (technology-based coaching services) and to be aware of how various ethical standards apply to them.

8. Remain alert to indications that there might be a shift in the value received from the coaching relationship as per the SCi principles. If so, make a change in the relationship by encouraging the Client to seek another MCO via the SCi platform.
9. Respect all parties' right to terminate the Coaching 2.0 relationship at any point for any reason during the process subject to the provisions of the agreement.
10. Am aware of and actively manage any power or status difference between the Client and me that may be caused by developmental level issues. Disclose to my Clients the potential receipt of compensation and other benefits I may receive for referring my Clients to third parties via the SCi system.
11. Assure consistent quality of Coaching 2.0 in adherence to the SCi standards.

Section II - Responsibility to Practice and Performance

As an SCi Professional, I:

12. Adhere to the SCi Code of Ethics in all MCO interactions. When I become aware of a possible breach of the Code by myself or I recognise unethical behaviour in another SCi Professional, I respectfully raise the matter with those involved. If this does not resolve the matter, I refer to a formal authority (e.g., SCi Board) for resolution.
13. Require adherence to the SCi Code of Ethics by all Support Personnel.
14. Commit to MCO excellence through continued personal, professional and ethical MCO development.
15. Recognise my personal limitations (as determined by my MCO and AQ level) or circumstances that may impair, conflict with or interfere with my MCO performance or my Coaching 2.0 relationships. I will reach out for support to determine the action to be taken and, if necessary, promptly seek relevant professional guidance. This may include suspending or terminating my coaching relationship(s).
16. Resolve any conflict of interest or potential conflict of interest by working through the issue with relevant parties, seeking professional assistance, or suspending temporarily or ending the professional relationship.
17. Maintain the privacy of SCi Members and use the SCi Member contact information (email addresses, telephone numbers, and so on) only as authorised by SCi or the SCi Member.

Section III - Responsibility to Professionalism

As an SCi Professional, I:

18. Identify accurately my coaching capacity, my level of Coaching 2.0 competency (MCO level), expertise, experience, training, certifications and SCi Credentials.
19. Make verbal and written statements that are true and accurate about what I offer as an SCi Professional, what is offered by the SCi, the coaching profession and the potential value of coaching. It is my firm understanding that this potential is greater under the Coaching 2.0 banner.

20. Communicate and create awareness with those who need to be informed of the ethical responsibilities established by this Code.
21. As the higher AQ person in the Coaching 2.0 relationship, hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise.
22. Do not participate in any sexual or romantic engagement with Client(s), ex-clients, Sponsor(s), or ex-sponsors. I will be ever mindful of the level of intimacy appropriate for the relationship. I take the appropriate action to address the issue or cancel the engagement.

Section IV - Responsibility to Society

As an SCi Professional, I:

23. Understand that discrimination is a low AQ endeavour, borne of a lack of complex thinking and will thus maintain fairness and equality in all activities and operations, while respecting cultural practices. This includes, but is not limited to, discrimination on the basis of age, race, gender expression, ethnicity, sexual orientation, religion, national origin, disability or military status.
24. Recognise the contributions and intellectual property of others within the SCi. I understand that a breach of this standard may subject me to legal remedy by a third party.
25. Am honest and work within recognised scientific psychological standards as set by Dr Stevens and CDT.
26. Am aware of my and my clients' impact on society. I adhere to the philosophy of "the greater good".

5. The Pledge of Ethics of the SCi Professional

As an SCi Professional, in accordance with the Standards of the SCi Code of Ethics, I acknowledge and agree to fulfil my ethical and legal obligations to my coaching Client(s), Sponsor(s), colleagues and to the public at large.

If I breach any part of the SCi Code of Ethics, I agree that SCi in its sole discretion may hold me accountable for so doing. I further agree that my accountability to SCi for any breach may include sanctions, such as mandatory additional coach training or other education, or loss of my SCi Membership and / or my SCi Credential.