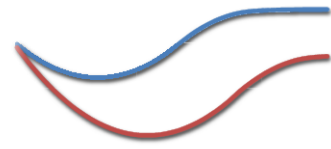


Wheresmylunch Limited

Code of Ethics



Coaches operating for and on behalf of Wheresmylunch Limited will:

1. Conduct themselves at all times in accordance with their professional status and refrain from doing anything that harms the public's understanding of coaching as a profession
2. Honour and respect the client at all times and work with the client's agenda in coaching sessions
3. Maintain strict confidentiality within the client/coach relationship, unless as otherwise authorised by the client or as required by law.
4. Ensure that the client understands as fully as possible the nature of coaching and how the process works
5. Accurately identify their own level of coaching competence and expertise to the client and not make false claims about what the client will receive from coaching, or promise unrealistic outcomes from the coaching process
6. Present all services in an unambiguous manner, explaining clearly fee levels, precise terms of payment and any charges that might be imposed for non-attendance or cancelled appointments
7. Remain aware of the limits of their expertise and wherever appropriate, be prepared to refer a client to another practitioner who might be expected to offer suitable treatment
8. To disclose full details of all relevant memberships, training, experience, qualifications and appropriate avenues of complaint to clients, upon request.
9. Provide service to clients solely in those areas in which they are competent to do so and for which they carry relevant professional indemnity insurance
10. Monitor the clients progress and if at any time the client is no longer benefiting from coaching and would be better served by another resource, encourage the client to make that change
11. Attend regular supervision sessions and have regular consultative support for their work.
12. Aim to undertake a minimum of 30 hours of continuing professional development in the theory and practice of coaching on an annual basis.
13. Obtain written permission from the clients before releasing their names as clients or references
14. Ensure client notes and records be kept secure and confidential and that the uses of computer records remain within the terms of the Data Protection Act
15. Confirm that they will never knowingly offer advice to a client which conflicts with, or is contrary to that given by the client's registered Medical Advisor/s.
16. Ensure that their workplace and all facilities offered to clients will be in every respect suitable and appropriate for the service provided
17. Take all reasonable steps to ensure the safety of the client at the coach's workplace
18. Seek to avoid conflicts between their interests and the interests of their clients
19. Disclose to clients all financial compensation they may receive from third parties for referrals concerning that client
20. Respect the intellectual property rights of others in developing their own materials and not misrepresent them or reproduce them as their own