



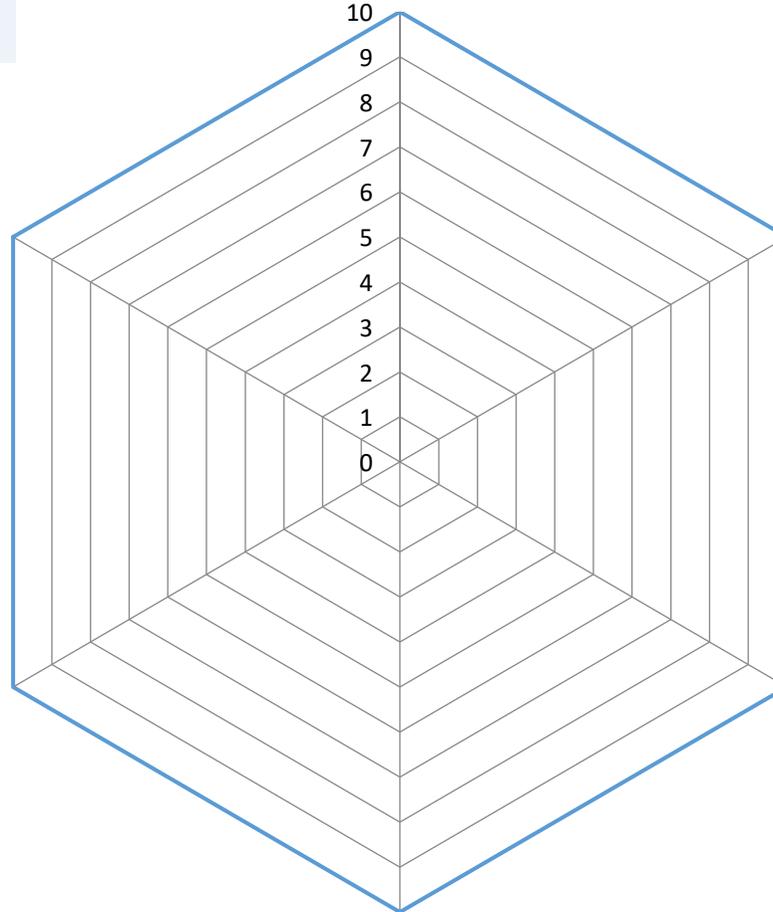
I follow the AC's professional standards and codes of conduct, including the Global Code of Ethics for Coaches, Mentors and Supervisors

Standard 1

Meeting ethical, legal and professional guidelines

I am aware of professional boundaries and where necessary I refer the coachee on to another professional as appropriate

I clearly communicate how coaching is different from other helping professions



I act ethically and with the highest integrity

I promote the coaching profession in a positive light to all stakeholders

I comply with the prevailing laws of the country in which the coaching takes place and/or coachees organisation is operating, whichever is the most applicable and

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Standard 2

Establishing the coaching agreement and outcomes

I clearly explain the coaching process and my own coaching approach, models and techniques

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I establish clear roles, responsibilities and boundaries between the different stakeholders, including coach and coachee

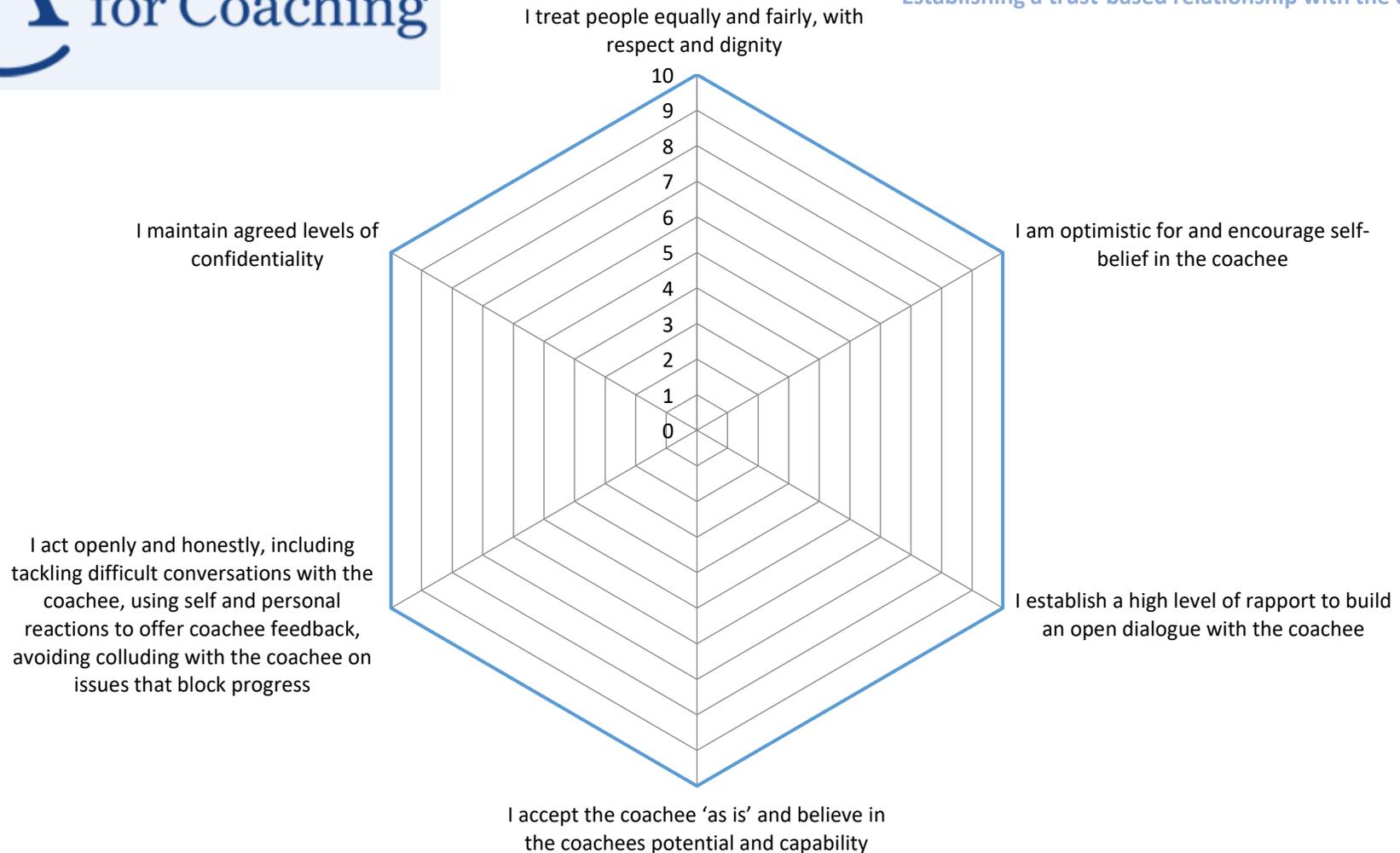
I help the coachee to establish coaching goals and outcomes and I agree an approach to working with the coachee that will achieve them

I agree a formal coaching agreement with the coachee and all stakeholders, including clear and measurable outcomes, plus confidentiality, logistics of coaching sessions (duration,

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Standard 3

Establishing a trust-based relationship with the client



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Standard 4

Managing self and maintaining coaching presence

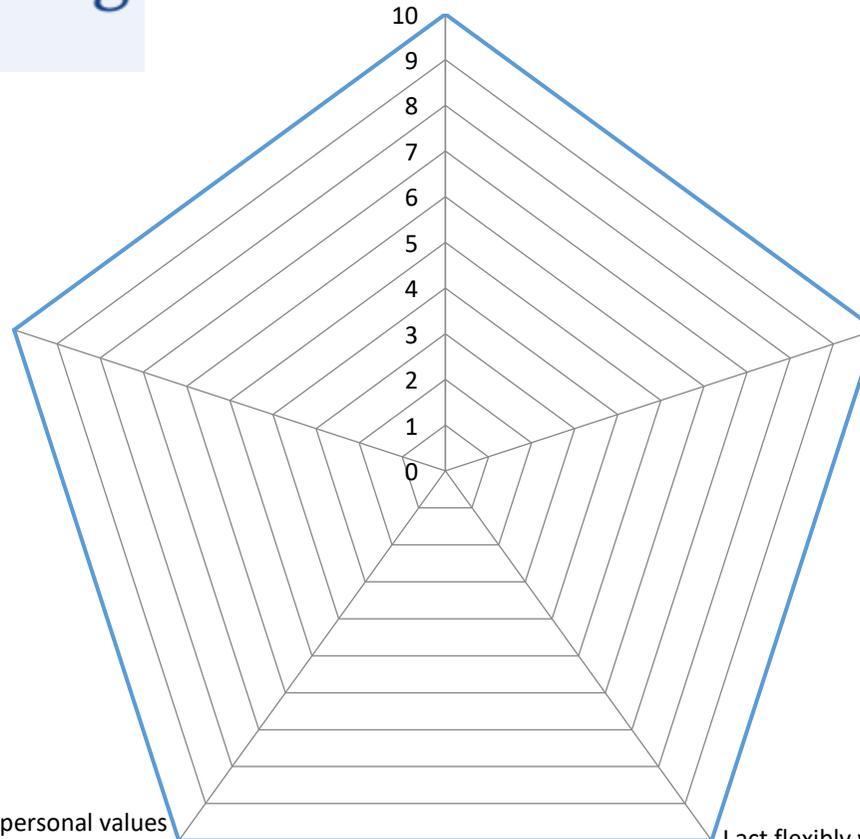
I pay close attention to the coachee,
staying fully present and engaged

I work to ensure interventions get the
best outcome for the coachee

I remain focused on the agreed coachee
agenda and outcomes

I stay aligned to my personal values
whilst respecting the values of the
coachee

I act flexibly whilst staying aligned to my
own coaching approach



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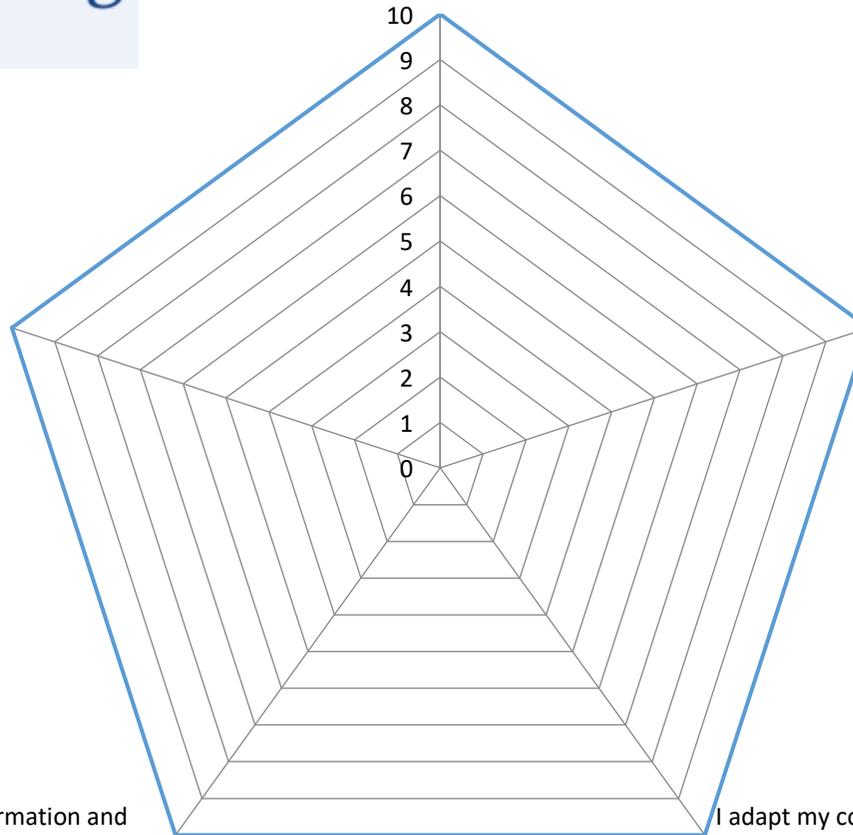
I demonstrate effective listening and clarifying skills and differentiate between what is said and what's left unsaid

Standard 5

Communicating effectively

I communicate clearly, confidently and credibly with the coachee

I use straightforward, easy-to-understand language that moves the coachee towards the agreed outcomes



I provide relevant information and feedback to serve the coachees learning and goals

I adapt my communication style to reflect the coachees needs and outcomes

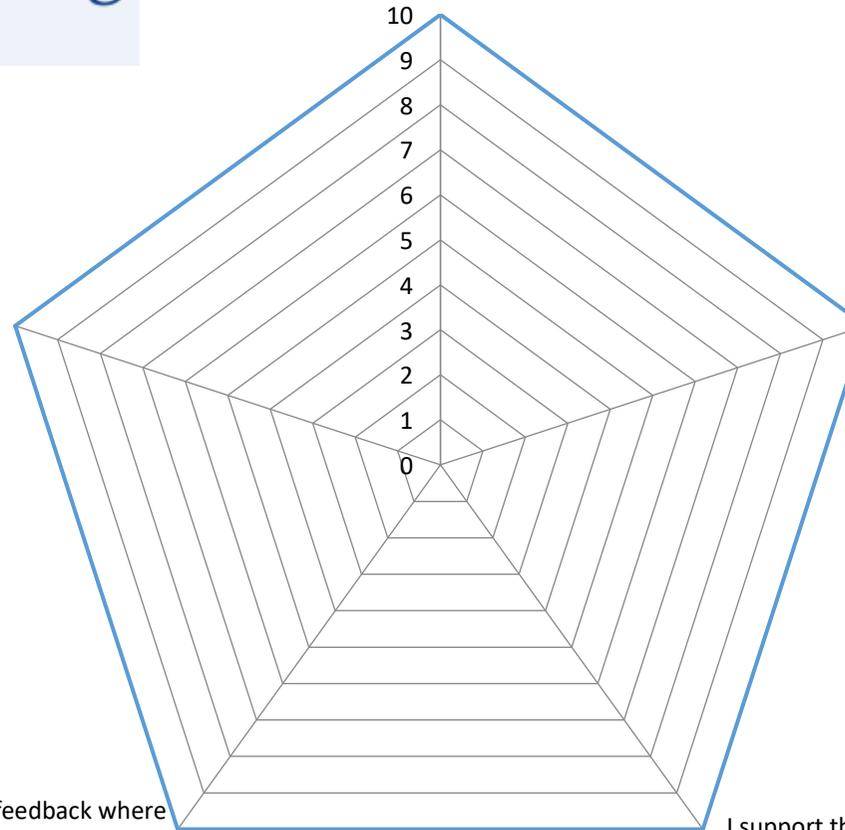
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I ask questions to challenge the coachees assumptions, elicit new insights, raise selfawareness and gain learning

Standard 6 Raising awareness and insight

I use 'self' as a resource for the development of the coachees self-awareness and learning by offering 'here and now' feedback



I help to broaden the coachees perception of an issue and challenge them to stimulate new possibilities

I provide observational feedback where relevant, leaving the coachee free to choose to act upon it or not

I support the coachee to generate options to achieve agreed outcomes

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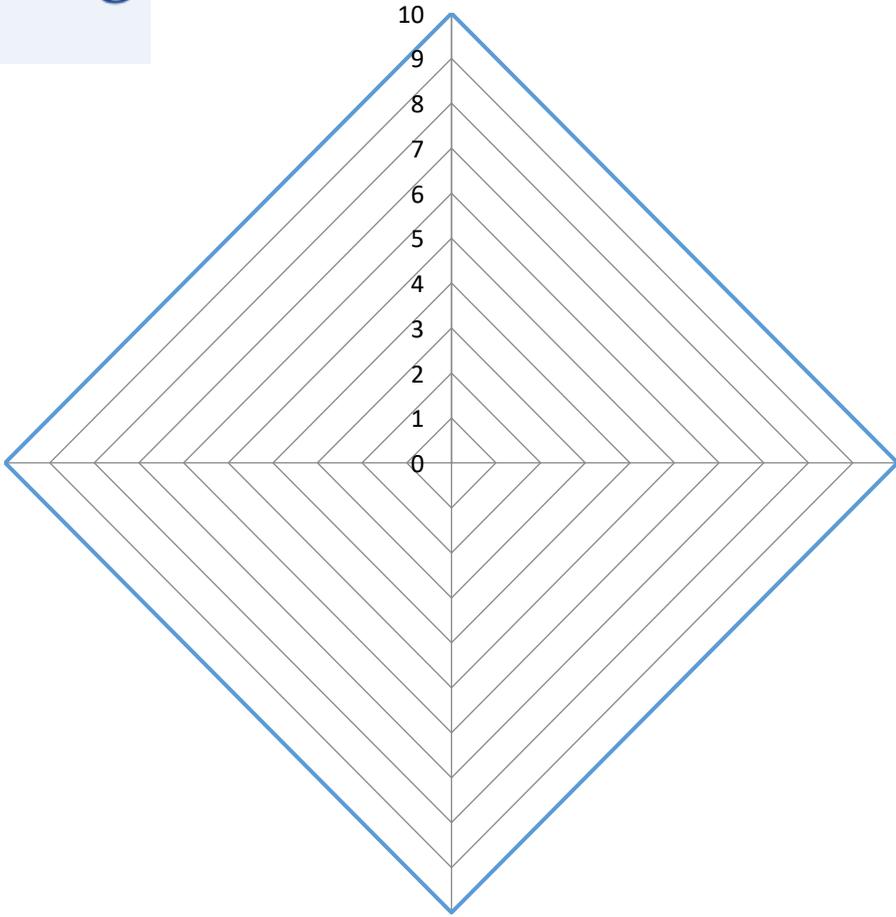
Standard 7 Designing strategies and actions

I inspire the coachee to identify and implement self-directed learning opportunities

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I provide support while the coachee tries out new ways of working/behaviours

I leave accountability with the coachee while following through on my own actions and commitments

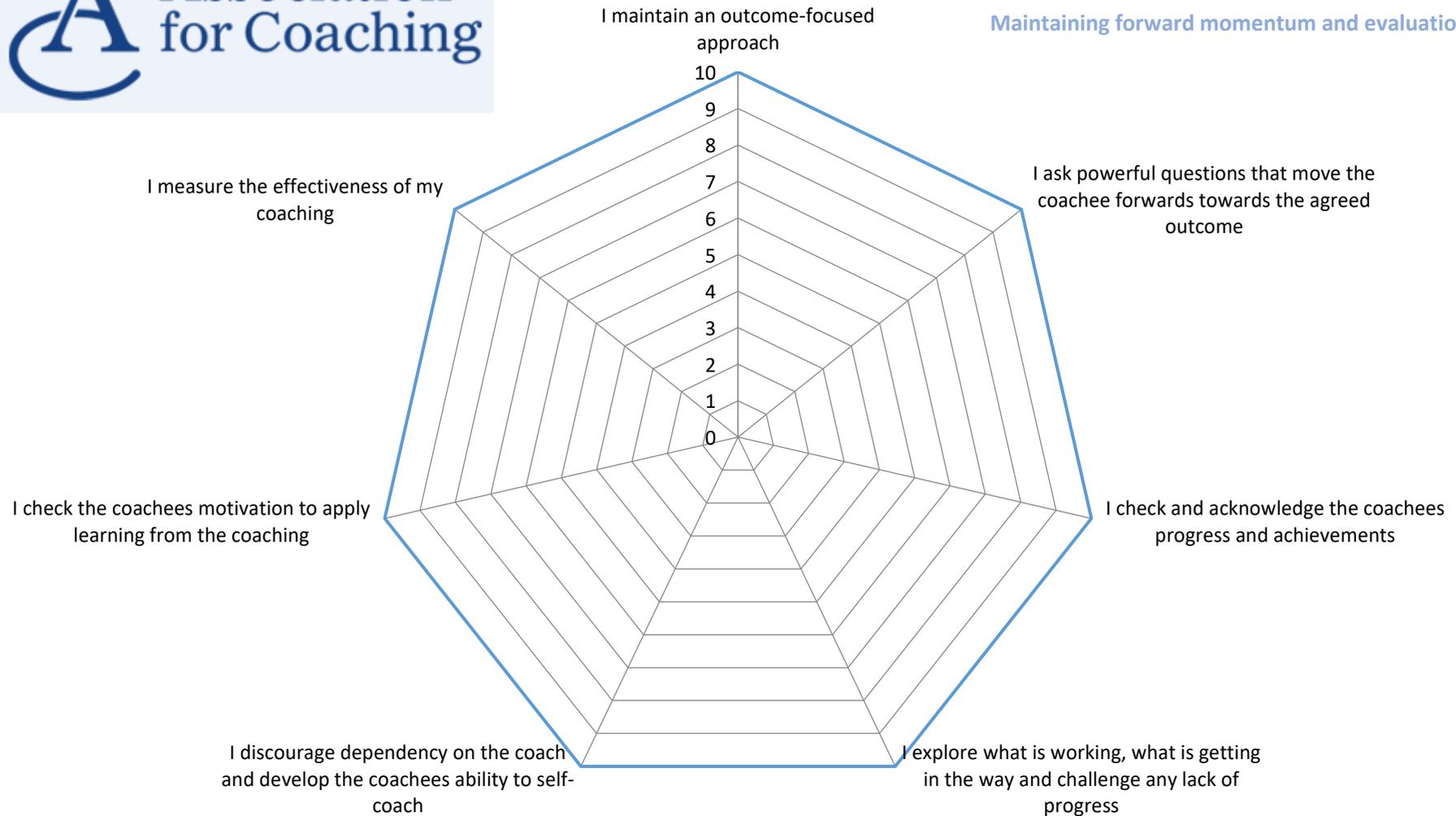


I encourage the coachee to seek support from others to help achieve their outcomes

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Standard 8

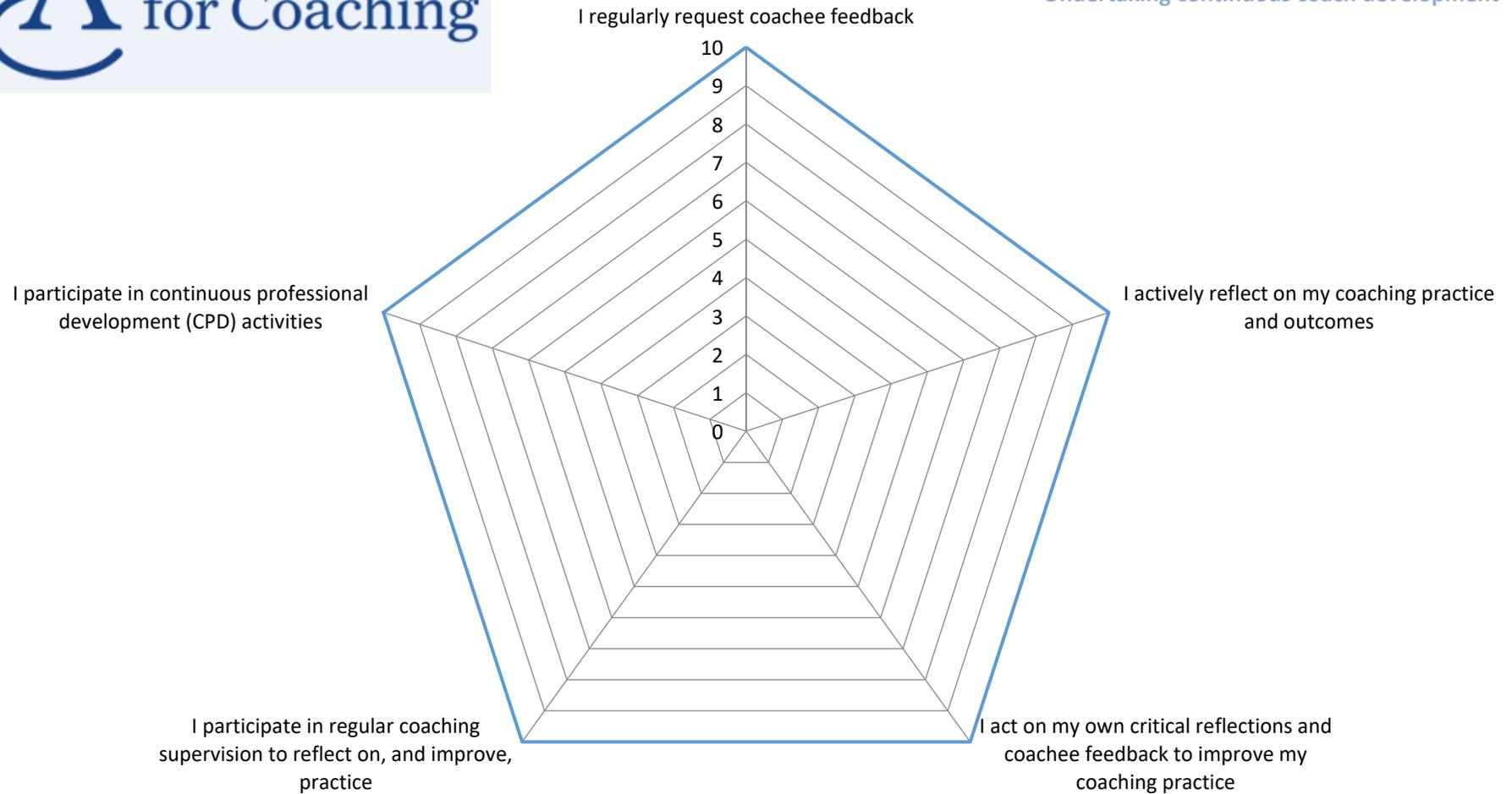
Maintaining forward momentum and evaluation



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Standard 9

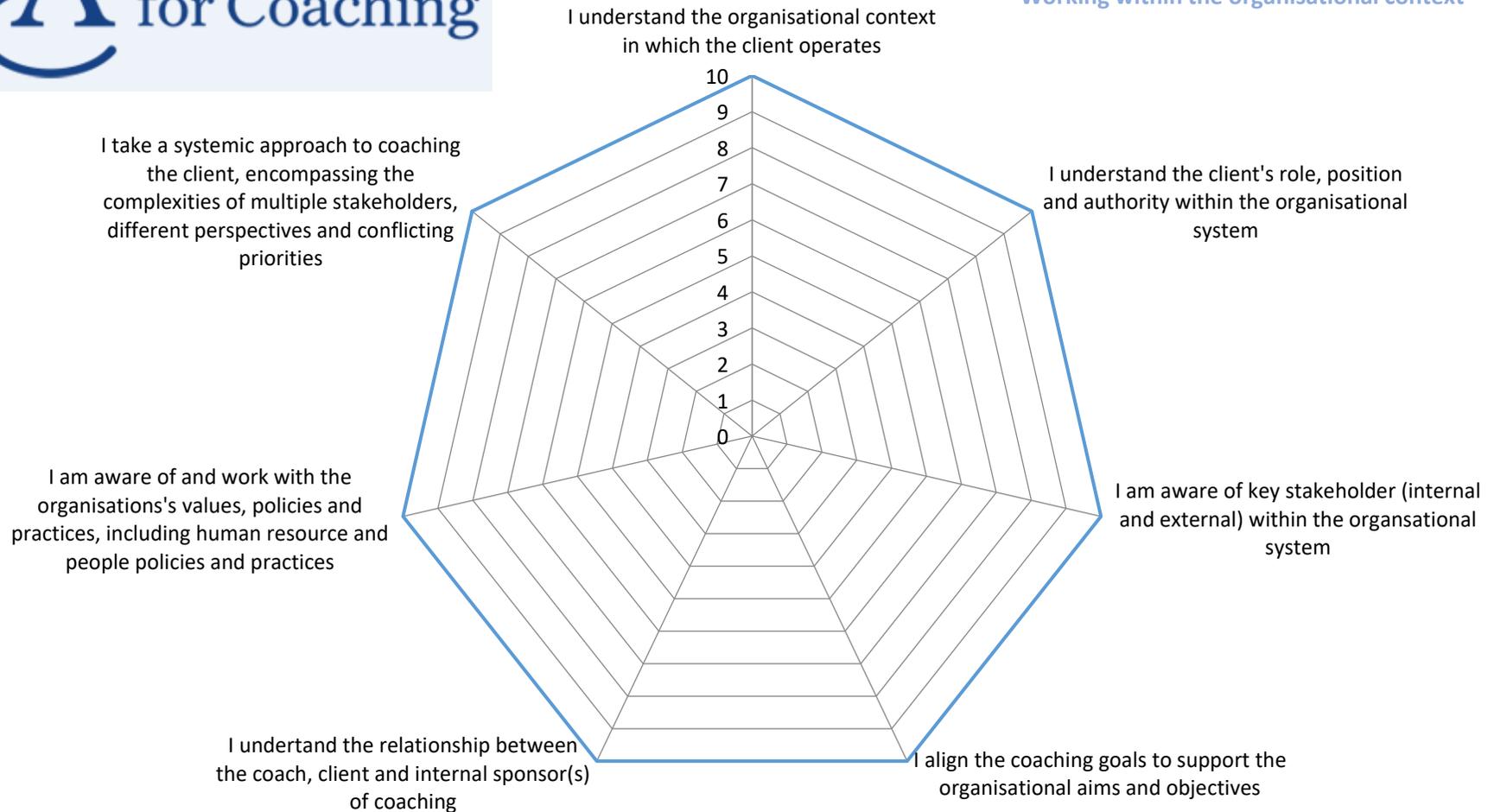
Undertaking continuous coach development



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Standard 10

Working within the organisational context



Self-assessment diagnostic courtesy of Adrian Jackson

Standard 11

Understanding leadership issues

I recognise the challenges faced by leaders working in organisations

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I understand the leader's sphere of influence

I identify ways of, and opportunities for, developing leadership behaviours and attributes through coaching

I constructively challenge the leader to raise his/her standard in areas key to the organisation

I demonstrate knowledge and experience of working with organisational leaders

I use language appropriate for, and recognised by, the client and organisation

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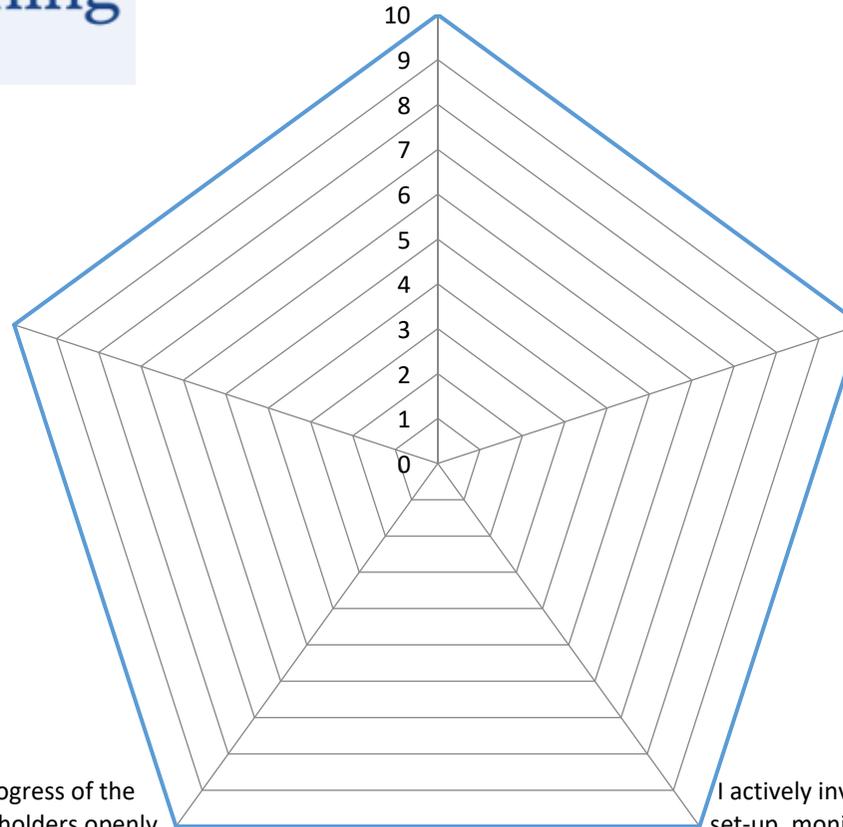


I develop relevant networks and strategic partnerships within the organisation

Standard 12

Working in partnership with the organisation

I identify ways of adding value to the client at the individual, team and organisational level



I design an affective coaching contract, commercial agreement and working alliance with the client, line manager and coaching sponsor(s) within organisational parameters and policies for coaching

I communicate the progress of the coaching with key stakeholders openly and honestly, whilst maintaining agreed levels of confidentiality

I actively involve key stakeholder in the set-up, monitoring and evaluation of the coaching whilst maintaining agreed levels of confidentiality

Self-assessment diagnostic courtesy of Adrian Jackson