



## 7C's Coaching.

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### **7C's coaching / psychotherapy code of professionalism and ethics.**

#### **Introduction.**

When I was presenting on Neuro-Linguistic Programming and the application of psychology within the workplace in Croatia at the International Association of NLP Institutes Annual Conference during 2016 a delegate came up to me and asked what did I mean when I differentiated the words Morals and Values. I said that the word morals comes from the latin moralis and had at its heart, not the idea of a singular action, but rather of habit or custom and that it was our values that inform which morals we have. The word moral was generated by Cicero who was attempting to interpret ethikos (Greek) into Latin. However also at the heart of both morals and ethics is the idea of goodness and badness. The difficulty here is the definition of both of these concepts will depend on who you speak to.

For example some people will say spending lots of time with your family is good. Other people might say, spending time at work, at the expense of your family is good to get ahead. This brings in another idea and that is the idea of value.

At the heart of the meaning of value is the idea of worth. So Personal values are to do with what an individual thinks is worthwhile. Mathematical values are numeric and have to do with quantity. Political Values are to do with different ideas which are regarded by proponents as valuable contrasted with opposing ideas which are not regarded as having value. Aesthetic values are to do with what is regarded as pleasing to the sight, touch or feel, professional values are to do with what is worthwhile in the workplace.

It takes a small leap of the imagination to move from what is worthwhile to what is good. However the idea of both morals and ethics carry with it not only the habitual, but also the habitual which is good. But who decides what is good?

The McQuaig Assessment System describes Ability as what we do, Personality as how we do it and Character as having the maturity and reliability to use ability in the right way.

Again we end up with the sticky problem of who decides what 'the right way' is.

A deontological approach will assume goodness is independent of consequences and one should engage in good behaviour for the sake of 'goodness'. The 10 commandments are a good example of a deontological approach.

The word deontology derives from the Greek words for duty (deon) and science (or study) of (logos).



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A utilitarian or situational approach however will assume goodness is dependent upon the outcome of particular actions. So for instance lying to an intruder into your house to protect your children upstairs could be regarded as a moral act.

The root word for Ethical is the Greek "ethos," meaning "character." The root word for Moral is Latin "mos," meaning "custom." Both words are broadly defined in contemporary English as having to do with right and wrong conduct.

Taking all of the above into consideration it seems a code of ethics is a code which describes what is regarded as necessary to behave in a good way. Not only does it spell out what is regarded as good, but it also would insist that this goodness be habitual and in the character of either the organisation or the individual. Evidence would need to show this goodness pervades the psychological / social DNA at every level.

### **7C's specific codes of ethics within British Psychological Society, (BPS) and Coaching Association's Code.**

The 7C's Code of ethics is designed to be useful in practice and easy to understand.

Below we numerate what we expect of our students after they have qualified as a coach ICI (7C's) and provide useful signposts

1. Additional to the code of ethics of ICI, (or alternative Coaching Association), and BPS successful participants will be expected to adhere to the below standards:

2. Coaches ICI (7C's) will join a reputable Coaching Association and adhere to their code of ethics and professionalism. This course is accredited by the International Association of Coaching Institutes (ICI) and if you decide to join this association subsequent to your qualification their code of ethics can be found here:

<https://www.coaching-institutes.net/pdf/en/ethics.pdf>

3. Subsequent to 72 days satisfactory attendance and subscription to a Coaching Association of your choice you will be entitled to add to your C.V. the title of "Professional Coach ICI (7C's)".

4. On completion of this course you are **not** entitled to call yourself a psychologist in the UK, on the basis of completing this course.

<https://www.hcpc-uk.org/standards/standards-of-proficiency/practitioner-psychologists/>

5. If you practice professionally as a coach subsequent to the Coach ICI (7C's) course, it will be useful to read and consistently review the BPS code of ethics and adhere to their four primary ethical principles: Respect, Competence, Responsibility and Integrity. If you are not



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a chartered psychologist or a psychologist in training, you might find it useful when reading this code to replace the word 'Psychologist' with 'Coach'. This code can be downloaded from the following web-link:

<https://www.bps.org.uk/news-and-policy/bps-code-ethics-and-conduct>

6. 7C's is one particular approach to coaching / psychotherapy which operates from a pluralistic and phenomenological perspective making use of behavioural modelling and considering Ego States within different life contexts in particular. You should not make any claim that this approach is better than any other. Currently this model has not been subjected to empirical testing in either a coaching or psychotherapy context.

7. In considering confidentiality as a professional coach you should abide by the General Data Protection Regulations (GDPR) in the UK. If you practice in another country you should familiarise yourself with and abide by the appropriate legislation of that country.

8. Coaching as a profession is still quite young. You should pay particular attention to the BPS code of ethics and conduct when considering **competence**. At no time should you overstate your level of competence.

9. Some of the modules in the Coach ICI (7C's) course are suitable to be counted towards your M.A in psychology with a focus on coaching (UCN). If you wish to go down this route, it is your responsibility to let the trainer know so he / she can ensure you obtain the appropriate Trainer's Assessment Report (TAR) and Supervisor's Assessment Report (SAR). You can understand more about the academic supplement to your practical training by going to the following website. [https://www.ucn.edu.ni/?page\\_id=3531](https://www.ucn.edu.ni/?page_id=3531)

10. As a newly qualified coach or a coach who has been developed to a higher standard, after completion of Coach ICI (7C's) you should make a concerted attempt to set aside time to continually develop both yourself and your competence. These efforts and the results should be recorded in a Continual Professional Development (CPD) log-book.

11. If you claim effectiveness in any particular intervention, you will provide evidence of base measurement and post-intervention measurement, stating also the level of confidence you have in that measurement and appropriate reasoning. This will need to pay attention in particular to internal and external validity.

12. This code of ethics will be consulted in order to assist in the resolution of any complaint in the future. This could be a complaint against the trainers, or a complaint of a customer against a 'Professional Coach ICI (7C's)'.



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13. If you are convicted of any crime by a court you will immediately inform your professional Coaching / Psychology / Psychotherapy Association so they can assess your ability to practice legally, professionally and ethically and support you accordingly.

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### **Agreement to abide and be supported in the future.**

I agree to abide by the above code of ethics in my practice. I understand that in order to maintain high standards of the International Association of Coaching Institutes, Achieving Lives Ltd will conduct annual audits of a small percentage of participants to ensure these standards are being considered and met within the context of professional practice. I give permission for Achieving Lives Ltd to contact me in the future for the purpose of such an audit.

Name:

Signature:

Date: