

Strengths Network Code of Ethics

The following document has been developed by Strengths Network (SN) in consultation with SN area (HUB) leaders, SN members and the SN Board. SN is committed to promoting excellence in coaching. This document outlines the expectations SN has of coaches who are part of the Network. It also indicates the high level of proficiency and professionalism clients can expect from their SN coach.

We Value

People and their differences

- Strengths Network coaches treat every person with respect and dignity and provide coaching spaces that are safe for everyone involved.
- Strengths Network coaches seek to elevate the goodness that already exists within each person.
- Strengths Network coaches work on the assumption that difference is good and that people need one another for their differences.

Place and its significance

- Strengths Network coaches acknowledge the significance of being based in Aotearoa (or Australia) and seek to be intentional about their context in this land.
- Strengths Network coaches acknowledge the Treaty of Waitangi as the founding document of our country and will familiarise themselves with this document and with their associated responsibilities.
- Strengths Network coaches acknowledge that place forms a significant part of each person's story.

Growth within community

- Strengths Network coaches understand the importance for every person to be in communities that are invested in their growth and development.
- Strengths Network coaches will commit to using the CliftonStrengths (CS) tool to help bring understanding between individuals and create pathways to develop and experience success in their roles and relationships.
- Strengths Network coaches understand that they are a part of a local Strengths Movement and that by being a member of the Strengths Network they form an integral part of a global Strengths Movement.

Accreditation

Coaches trained by Strengths Network will receive accreditation on completion of their training in the various levels, always starting with Coaching CliftonStrengths Essentials Training with the option of continuing with Coaching CS Partnerships and Teams, Coaching CS Advanced training as required.

Gaining accreditation requires the following:

- Attendance and completion of all the training modules at the training event.
- Engaging with the SN Coach Liaison for mentoring.
- Submission of the required number of feedback forms from coaching clients. Clients are asked to comment on the experience with their coach and rate their coaching

session in five key aspects of coaching. A score of three or more is the benchmark. Feedback evaluations are available on the SN website.

- Attendance at a formal interview with an experienced SN coach. Once all of the above requirements have been met successfully, the coach will be sent an accreditation certificate endorsing them as a Strengths Network Accredited Coach in the relevant coaching level. Strengths Network is an independent training provider, and as such SN coaches are not Gallup certified. All SN coaches are trained and resourced to use the CliftonStrengths® tool.

Membership and Professional Development

Members of the Strengths Network are expected to maintain and honour the Strengths Network Values (see above).

Membership to the Strengths Network is renewed on a yearly basis and includes paying an annual membership fee.

Accredited SN coaches have the opportunity to advertise their coaching on the SN website Coach Directory. Accredited coaches who are current SN members are expected to manage their own ongoing professional development according to the SN Professional Development Plan. The Strengths Network provides a wide range of professional development opportunities for coaches.

Through SN membership, independent coaches are linked to other members in the Network who are committed to the Strengths movement in New Zealand. They can also access customized resources provided by Strengths Network.

Membership benefits:

- National body promoting coaching and best practice including a Professional Development Pathway;
- HUB events, local and online, for coaches to connect;
- Access to continued training
- Coaching resources including weekly Theme Discovery releases and extra guides and tools;
- Administration and IT support;
- Access to coaching support and mentoring;
- SN website including the Coach Directory listing;
- Feedback evaluations;
- Link to Gallup;
- SN news and updates;
- SN shop;
- Facebook support and connection page.

Business Boundaries

Scope: SN coaches, once accredited, are free to carry out coaching in their various contexts. While they are not employed by SN and may operate as fully independent contractors, they may be invited to carry out coaching work for SN on a project basis.

Pricing: SN coaches agree to the recommended minimum pricing for coaching sessions outlined in our pricing guideline. If a coach chooses to charge less than the recommended

minimum they will make their client aware of the recommended pricing and clearly show the discount in order to maintain pricing consistency throughout the network.

Obligations:

- SN coaches will uphold any tax laws of New Zealand.
- SN coaches will honour with integrity any quote or contract made between themselves/their company and a client.
- Prior to embarking on a coaching project, SN coaches will endeavour to establish if there has been previous coaching work carried out within that organisation. If so, SN coaches are encouraged to collaborate with each other in order to respect any prior work done and to provide a seamless transition. However, coaches will understand that clients have the right to engage with a variety of coaches.

Copyright Information

Strengths Network Coaches understand that:

- All material Gallup publishes is protected under copyright law.
- Gallup®, StrengthsQuest®, StrengthsExplorer®, StrengthsFinder®, CliftonStrengths®, and each of the 34 theme names are trademarks of Gallup, Inc and should be noted in all correspondence.
- The SN Accredited Coach logo is available to all accredited SN coaches for use on any documentation, websites and so on.
- Resources available to coaches from SN which show the SN logo should not be altered, but can be copied and used within coaching sessions. These resources are only available for SN members and should only be used alongside a valid membership.
- Coaches are encouraged to create their own resources and use their own logos or their SN Accredited Coach logo on their own material.

Protection of Vulnerable Adults and Children

Strengths Network coaches are committed to keeping all people safe, noting that at times we will be in contact with vulnerable people.

SN coaches will:

- Honour the laws of New Zealand in accordance with the Human Rights Act 1993 and the Privacy Act 2020. This may include police vetting when required.
- Recognise the kind of conversations the CliftonStrengths training has equipped them for. If the conversation falls beyond the bounds of CliftonStrengths training the coach will refer their client to an appropriate formally qualified agency.
- Allow the client to lead the coaching conversation.
- Seek permission from a guardian when working with young people under the age of 16, unless coaching is a part of a project within a formal organisation.

Confidentiality

Confidentiality refers to the person's right to not have personal information disclosed to outside parties without their permission in accordance with the Privacy Act 2020.

The trust between a coach and client is vital to the experience of the coaching session. SN coaches will:

- Ensure any personal information is held and stored in accordance with the Privacy Act 2020.
- Only discuss the theme/s of a client(s) outside the coaching session without using their name.
- Refrain from discussing any content of a coaching session unless the client has granted specific permission.
- In the case of team coaching, the coach will set clear expectations with the group at the outset that any personal information shared during the team session will remain confidential.
- The Strengths Network provides a safe and confidential place for coaches to share their coaching challenges/wins and questions.

Limits to confidentiality include:

Reference: Privacy Act 2020 | Principle 11 – Disclosure of personal information

Right to confidentiality is not absolute. It is important that the person at risk is made aware of the limitations to confidentiality and a coach may disclose personal information in limited circumstances when:

- The person concerned authorises a level of disclosure.
- Disclosure is one of the purposes for which the organisation got the information. For example, when a coach is sponsored and some sharing of information with the sponsor is expected the coach would make the client aware of this prior to the coaching session and ensure that there is agreement.
- The information is to be used in a way that does not identify the person concerned.
- Disclosure is necessary to avoid endangering someone's health or safety.
- Disclosure is necessary to uphold or enforce the law.

Process:

This is an overview of the process a coach will follow when responding to:

1. Suspicions or disclosure of abuse,
2. Disclosure of suicidal ideation,
3. When the law has not been upheld.

It is important that the person at risk is made aware of the limitations to confidentiality, by a statement such as:

What you say is confidential to the service, unless I believe that you are at serious risk of harm to yourself, or others. In such a case I will take the necessary steps to protect your safety, although wherever possible I will discuss these steps with you before I take them.

1. Suspicions or disclosure of abuse:

- Listen to the individual and reassure them they did the right thing.
- Any factual concerns, observations or information about the safety of the individual should be documented and dated during the conversation with the individual or as soon as possible afterwards. The coach should not instigate or further investigate in regards to the disclosure. All documentation must be filed safely in the case of this subsequently being used in court as evidence for either side.
- Complete Strengths Network incident report (available in the member portal under 'General' resources) and follow the appropriate steps outlined.
- If required, receive support for yourself by:
 - Contacting the Strengths Network team.
 - Receiving support from your own professional support networks.

2. When a person is considered acutely suicidal:

- The coach's first responsibility is to work to protect the person's safety. This may involve breaching confidentiality through contacting, consulting and informing whānau/family members or significant others. The appropriateness of involving a person's whānau/family or next of kin is determined by several factors. If the person does not wish them to be notified and this does not compromise the safety of the person at risk, then confidentiality must be maintained. In some cases, whānau/family members or partners may be contributing to a person's suicidal risk (eg, in abuse situations), in which case the coach's responsibility is to do what they can to protect the person at risk of suicide.
- See attached document "Helplines and Local Mental Health Services" for where to go for further assistance.

3. When the law has not been upheld:

The coach's first responsibility is to uphold the laws of New Zealand. This will involve a coach completing an Incident report available to them through the SN and following the required steps outlined.

Complaints Process

1. Complaints can be made directly to the Strengths Network office by completing the 'Contact Us' form on the Strengths Network website, or completing one of our online coaching feedback forms also available on the website. In order to follow up a complaint, contact information from the client, and their permission, is required.
2. SN staff will contact the coach involved to gather any relevant information before making contact with the complainant.
3. Once all the facts have been collected, both parties will be informed of the process from that point.
4. As each situation is unique the process will be tailored to meet the needs of all parties.

Code of Conduct

If for any reason a Strengths Network Coach has breached the Privacy Act 2020, Human Rights Act 1993, or the laws of this land the Leader of the Network will engage the Board and seek legal advice.

Boundaries and Self Care

SN coaches will:

- Maintain culturally and age appropriate physical, emotional, sexual and spiritual boundaries.
- Uphold health and safety laws of New Zealand.
- Consider the coaching spaces in which they operate to ensure that they are not put in any position where their reputation could be compromised or accusations of wrongful behaviour be made.
- Coaches will endeavour to ensure they are covered by Professional Indemnity Insurance for their coaching practice, either under the organisation they are working with or a personal policy.
- Take responsibility for their own holistic wellbeing and continue to develop and work on their own strengths, including periodically being coached themselves.

- Maintain awareness of any physical or personal circumstances that would affect their ability to coach safely and effectively.
- Where possible, receive regular supervision as this is a basic requirement of anyone working in the coaching industry.