



Agile Alliance Agile Coaching Ethics Initiative Code of Ethical Conduct for Agile Coaching

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Preamble

People serving in an agile coaching role are expected to act ethically, but what does that mean in practice?

The intent of this Code of Ethical Conduct for Agile Coaching (Code) is to provide guidance for people undertaking agile coaching activities, working with individuals, teams and organisations (irrespective of their role or job title) to guide the types of behaviours, advice, and approaches expected of them.

Agile coaching is an evolving profession encompassing many disciplines including individual, team and systemic coaching, facilitating, teaching and mentoring, all applied with an open and deliberate bias towards using agile approaches to help address the client's needs.

The intention of this Code is to provide an evolving single source of ethical guidance for agile coaching across the broad range of constituent disciplines.

This Code is not a legally binding contract that mandates what a person can and cannot do.

The complexity of agile coaching means that you will inevitably encounter difficult situations. This Code is intended to assist you by directing you to the variety of ethical factors that may need to be taken into consideration

Anyone who embraces the Code strives to act ethically, even when doing so involves making difficult decisions. They act courageously, even if there is a personal negative impact. This Code will help support you when these difficult decisions need to be made and you can provide it in support of your decisions to your clients. It supports you to communicate about your actions.

The signatories of this Code are multicultural, multigenerational, and affiliated with many different groups. We believe that the power of this movement is amplified when we set aside differences and lift each other up in pursuit of a better way. We commit to supporting each other in difficult decisions and courageous conversations.

This Code is supported by additional explanations in the Ethics Scenarios document, available on the [Agile Alliance Agile Coaching Ethics initiative website](#).

As an ethical agile coach I commit myself to the following:

Confidentiality and information security

1. I will protect information shared with me and won't disclose it without agreement or legal reason.

Acting within your ability

2. I will be open and transparent about my skills and experience and I won't claim to have abilities or knowledge that I do not have.
3. I will be honest with the client if I believe they need another form of professional help.

Introspection and continuing professional development

4. I will engage in introspection and I will engage with a peer group or mentor to explore ethical and other challenges in my agile coaching work.
5. I will seek to improve my self-awareness and effectiveness through professional development.

Conflicts of interest

6. I will be transparent about any potential conflicts of interest with all who might be affected and I won't act with dishonor.
7. I will withdraw from the relationship if a conflict cannot be adequately managed.

Social responsibility, includes diversity and inclusion

8. I will seek opportunities to bring different voices to the conversation and I won't condone, allow or perpetuate discrimination in any form.
9. By my action and inaction, I will strive to leave society better than I found it.

Ensuring the relationship is valuable for both coach and the client

10. I will ensure that the relationship remains valuable and I won't extend it unnecessarily.
11. I will be honest about any perception of declining value.

Agreeing on boundaries

12. I will ensure we have an agreed scope.
13. I will work with the client to understand their needs rather than impose my own solution.
14. I will not collude with an organisation that is pursuing purposes at odds with the Agile Manifesto's Values and Principles.

Abuse of power

15. I will not abuse my power to influence others for personal gain.

Responsibility to the profession

16. I will uphold the reputation of the agile coaching profession.
17. I won't condone and will challenge unethical behaviour in others in the profession.
18. I will attribute other's ideas appropriately and avoid the appearance they are mine