THE LCIOC CODE OF ETHICS

Professional Life Coaching requires that our profession be in the greatest of integrity. The Life Coach Institute of Orange County requires that you are bound by a Code of Ethics which is defined below. Failure to adhere to these codes may result in the revocation of your certification by our Institute.

The Life Coach Institute of Orange County adheres to the ICF (International Coach Federation) Code of Ethics and practice of the ICF Core Competencies, therefore the majority of our code of ethics is very similar to the ICF Codes. The Life Coach Institute of Orange County will be referred to as the LCIOC.

The Definition of Coaching
Section 1: Definitions
• Coaching: Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
• A professional coaching relationship: A professional coaching relationship exists when coaching includes a business agreement or contract that defines the responsibilities of each party.
• An LCIOC Professional Coach: An LCIOC Professional Coach also agrees to practice the Professional Core Competencies and pledges accountability to the LCIOC Code of Ethics.

Part Two: The LCIOC Standards of Ethical Conduct
Professional Coaches aspire to conduct themselves in a manner that reflects positively upon the coaching profession; are respectful of different approaches to coaching; and recognize that they are also bound by applicable laws and regulations.

Section 1: Professional Conduct
As a coach:
1) I will not knowingly make any public statement that is untrue or misleading about what I offer as a coach, or make false claims in any written documents relating to the coaching profession or my credentials.
2) I will accurately identify my coaching qualifications, expertise, experience, certifications and LCIOC Credentials.
3) I will recognize and honor the efforts and contributions of others and not misrepresent them as my own. I understand that violating this standard may leave me subject to legal remedy by a third party.
4) I will, at all times, strive to recognize personal issues that may impair, conflict, or interfere with my coaching performance or my professional coaching relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s).
5) I will conduct myself in accordance with the LCIOC Code of Ethics in all coach training, coach mentoring, and coach supervisory activities.
6) I will conduct and report research with competence, honesty, and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.
7) I will maintain, store, and dispose of any records created during my coaching business in a manner that promotes confidentiality, security, and privacy, and complies with any applicable laws and agreements.
Section 2: Conflicts of Interest
As a coach:
8) I will seek to avoid conflicts of interest and potential conflicts of interest and openly disclose any such conflicts. I will offer to remove myself when such a conflict arises.
9) I will disclose to my client all anticipated compensation from third parties that I may pay or receive for referrals of that client.
10) I will only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship.
11) I will not knowingly take any personal, professional, or monetary advantage or benefit of the coach-client relationship, except by a form of compensation as agreed in the agreement or contract.

Section 3: Professional Conduct with Clients
As a coach:
12) I will not knowingly mislead or make false claims about what my client will receive from the coaching process or from me as the coach.
13) I will not give my prospective clients or sponsors information or advice I know or believe to be misleading or false.
14) I will have clear agreements or contracts with my clients and I will honor all agreements or contracts made in the context of professional coaching relationships.
15) I will carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client understands the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement or contract.
16) I will be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact I may have with my clients or sponsors.
17) I will not become sexually intimate with any of my current clients.
18) I will respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement or contract. I will be alert to indications that the client is no longer benefiting from our coaching relationship.
19) I will encourage the client to make a change if I believe the client or sponsor would be better served by another coach or by another resource.
20) I will suggest my client seek the services of other professionals when deemed necessary or appropriate.

Section 4: Confidentiality/Privacy
As a coach:
21) I will maintain the strictest levels of confidentiality with all client and sponsor information. I will have a clear agreement or contract before releasing information to another person, unless required by law.
22) I will have a clear agreement upon how coaching information will be exchanged among coach and client.
23) When acting as a trainer of student coaches, I will clarify confidentiality policies with the students.
24) I will have associated coaches and other persons whom I manage in service of my clients, in a paid or volunteer capacity make clear agreements or contracts to adhere to the LCIOC Code of Ethics Part
Part Three: The LCIOC Pledge of Ethics

As an LCIOC Professional Coach, I acknowledge and agree to honor my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the LCIOC Code of Ethics, and to practice these standards with those whom I coach.

*If I breach this Pledge of Ethics or any part of the LCIOC Code of Ethics, I agree that the LCIOC in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the LCIOC for any breach may include sanctions, such as loss of my LCIOC Credentials.*

Printed Name __________________________________________________________

Signature __________________________________________________________

Date ____________________________

*Please submit this back page only to your Lead Instructor at class time.*

Thank you
Rate your level of satisfaction for each area on a scale of 1-10, where 10 is the greatest satisfaction. Fill in the slice from the center outward, based on your rating. For a rating of 5, fill in the slice from the center halfway to the outer edge. For a rating of 10, the slice would be filled in completely.
Building your Website

We cannot build a website during class due to time constraints and different levels of computer expertise of each student but our Institute has a complete support system to help you when you are ready to build your site.

Here are some things to keep in mind when planning your website.

Choosing a Website host.

After class you will be selecting a web host such as Wix.com to acquire your domain name and build your website. There are many more hosts such as GoDaddy, 1@1, Yahoo Business, etc., but we like Wix.com because it is simple to use, very reasonable in price, and can be built on as your business grows. Don’t worry about web hosting, domain names, or actually publishing your site to the Web. You will be doing these tasks after you complete the class.

Capture your potential customers.

Provide them a spot on your website to submit their Email address. Entice them to sign up by offering a free report, a free coaching session, or subscription for your newsletter. More on this a class.

Answer the top 5 questions
a potential client might have. Put yourself in your clients shoes and think of the top five questions they may ask about your coaching practice. Remember to THINK BENEFITS NOT FEATURES.

Designing the Web Page

Once you know exactly what you intend to publish and who your target audience will be, the next step is to determine the mood of your website. Should the ambience be informal, professional or high tech? Will you use graphics, animation or music? How will the text be structured and which fonts will be used? How will visitors navigate through your site? Whatever you decide, try to maintain the same theme and conventions throughout your site.
Building your Website

The most important part of your website is the textual content (copy). What you write should add value and make the visitor want to return. Review your web page objectives and your target audience and make your message suit that audience. Don't forget to check your spelling and grammar before publishing your pages. At this point, focus on content!

Here are some common mistakes to avoid.

- The text content is too airy fairy. The copy concentrates too much on spiritual, ambiguous wording. This happens often especially in our business. People want concrete answers and benefits. They want to know what's in it for them and how you can help them.

- The page has too much stuff on it. The human eye scans a website from upper left, across the page to bottom right. Don't fill the page with too much copy, pictures, or graphics. The reader gets confused and your main points get lost in the clutter. KEEP IT SIMPLE.

- Publishing on the web is different than writing a print ad such as newspaper or magazine ads because you are able to take advantage of multimedia capabilities. Photos, graphics, music and video can make your site interesting. Be careful, however, not to overdo it. Graphics, for example are often large files that take time to download. Most people won't wait more than five seconds for a web page to load.

- Make a separate page ‘About You’. It is best not to put information about yourself on the landing page. Potential clients first want to know what you can do for them. If they are interested in knowing more about you personally, they will go to your ‘About You’ page.
Building your Website

The following is a description of the basic pages contained in a coaching website.

- **Index page.** The landing page of your site. Don’t forget to create a box where they can opt-in to your mailing list. Don’t be concerned at this point about keyword rich copy. Be more concerned with writing compelling copy.

- **FAQS page.** Think of all questions a potential client may ask about your practice.

- **Contact page.** How will they get in touch with you? Don’t forget to draw in a box where your map will be placed on the page.

- **About you page.** This page is where you will give your potential client the information about you. Consider adding a box for your picture. Your picture draws the client closer to you personally.

There are other pages you may add later, such as a testimonials page, blog, or even a shopping cart but let’s stay with the basics for now.

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**Exercise**

In this exercise, go to one of the websites such as GoDaddy, 1 and 1, or Wix.com and look over the many templates that each one of these hosts have to offer. This will help you become familiar with how relatively simple it is to build your own website. If you are going to have someone else build your site for you, this exercise will still give you valuable insight into the workings of a website. The more research you do before the class, the less you will have to do after class.
Building your Brochure or Rack Card

Brochures can be a great addition to your marketing materials but if you are not familiar with computer graphics and are printing them from a home computer they can look a bit amateur. Having brochures designed by a professional can also be expensive.

Rack cards can be a great solution — they look professional, can be designed very easily, with little effort or expertise, and are less expensive than a brochure. A rack card is similar to a brochure. It fits into a brochure holder and has only a front and back side, unlike a brochure that has many sides.

Here are some tips on building an effective rack card or brochure.

Appeal to Emotions: The old adage in marketing states that consumers buy based on emotions and justify with logic. Does your rack card design strike an emotional chord with your prospects? Appeal to the heart of your prospective clients emotions by connecting with their pains and desires.

Be Professional: Does your brochure look like it was designed by a professional or an amateur? Adding poor quality graphics or clip art quickly downgrades the brochure. Using good quality photos, images, and graphics adds credibility.

Be Personal: A winning rack card design connects personally with your audience. If your brochure spends more time talking about how great your practice is rather than addressing your clients needs, it will more likely end up in the trash.
Achieve Readability: Your brochure or rack card design should be pleasing to the eye and include bullet points, arrows, boxes, or any other graphics to improve the readability of your marketing piece.

Speak the Language: An effective brochure design will speak in the customers language. The simpler your communications are, the easier to connect with your target market.

Lead with Benefits: Your main message should contain all of the benefits that your practice provides. Keep saying to yourself “BENEFITS, BENEFITS, BENEFITS!” when writing the copy for all of your marketing materials.

Have a Single Message: It’s tempting for the inexperienced writer to want to include as much information as possible in your brochure, however, packing it with a barrage of messages only confuses your prospective clients. Focus on delivering a clear and compelling message.

Make a Call To Action: Your rack card should direct the customer to take a specific action such as a phone call for more information, or to visit your website. Creating a sense of urgency is an important part of marketing.

Exercise

Using the template provided — and only a pencil — design your rack card.

Don’t worry about photos, illustrations, or logos. Simply draw a box where you wish to place them. We are more concerned about the “copy” at this point. We will be working on your template with the other students to refine and improve on your rack card at class time.