



Ethics Without the Eye Rolls

Real-World Coaching Dilemmas in 2025



**Intentions
For Today**

**Have practical
strategies for
maintaining
professional
boundaries in
the digital age**

**KNOW EXACTLY WHEN (AND HOW) TO
USE ICF'S ETHICS HOTLINE**

Feel confident
handling thorny
ethical situations that
aren't covered in
coaching school

Understand how to
protect both yourself
and your clients in
complex corporate
environments

Ethics Revisions for 2025

Core Values, direct connections and demonstration

Emphasis on DEIB, recognizing identity groups, treating people fairly, understanding bias and systemic inequality

Commitments for all in the ICF, not just in coaching sessions

Ethical standards across all technology and software systems you use in and out of sessions

ICF Code of Ethics

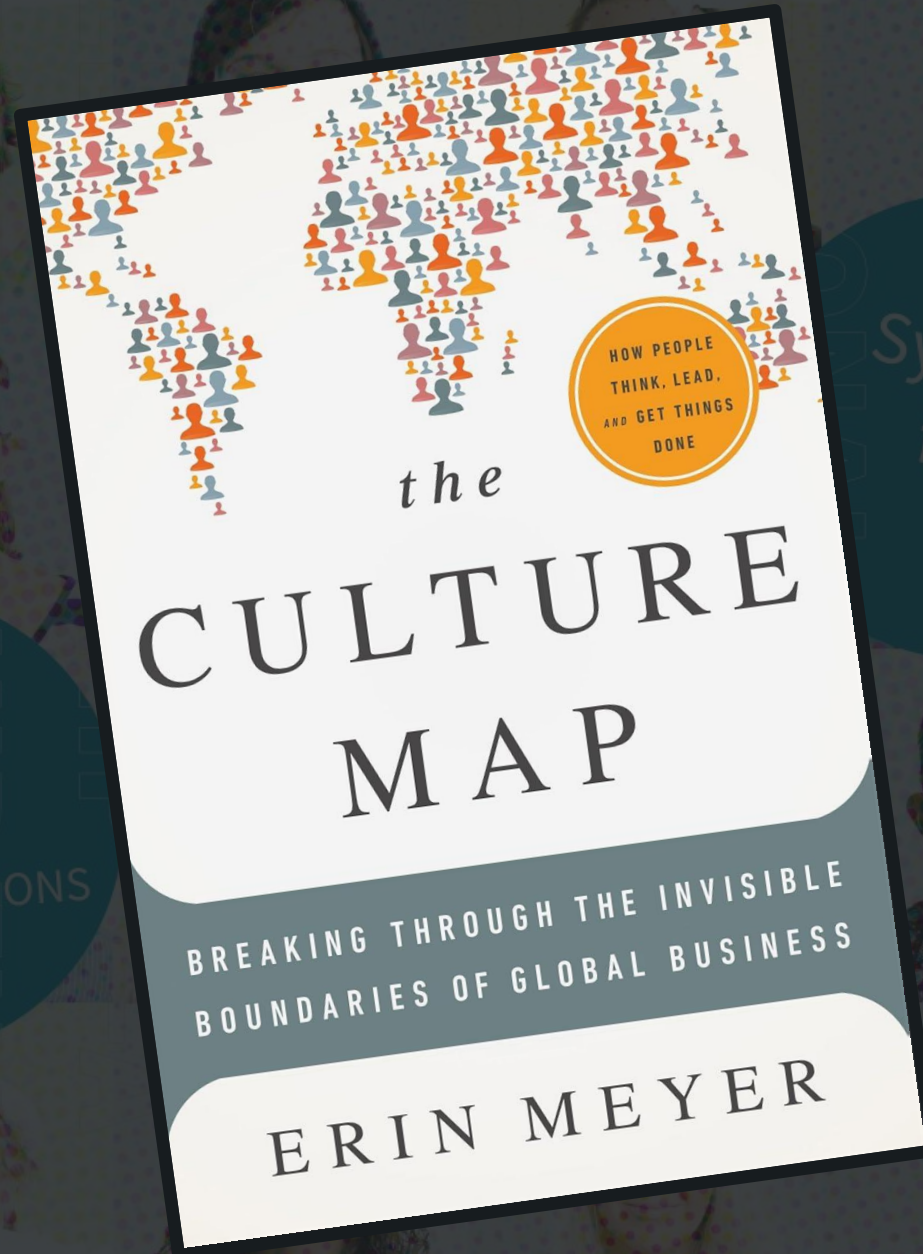




Systemic
factors

**moving
beyond**
GOOD INTENTIONS





moving
beyond
GOOD INTENTIONS

Systemic
factors



Technology & AI

Benefits

- Expanding access to coaching services
- Supporting efficient documentation
- Enhancing client engagement options

Watch out

- Replacing coaching presence
- Creating privacy vulnerabilities
- Diminishing human connection

Technology & AI

Benefits

- Expanding access to coaching services
- Streamlined documentation
- New payment options

Wat

- Replacing
- Creating
- Diminishing



ChatGPT

Google



Notion

LinkedIn

SOC2

CoachAccountable

PracticeBetter

COMPTIA

Calendly

DocuSign

Zoom

Bitwarden

Anthropic Claude

SOC2

CoachAccountable

**How are you
currently using
technology?**

Cal

itwarden

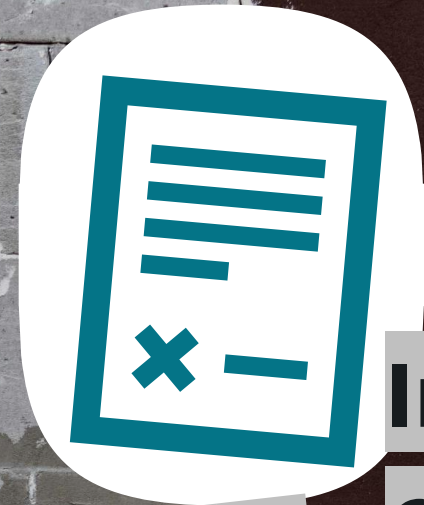
Anthropic Claude



Confidentiality



Sponsors



**Internal
Coaching**

Legal



Your current coaching experience is in health and wellness, but you'd like to transition to start having some professional and entrepreneurial clients. You've made sure all your contacts know that you are on the lookout for these types of clients.

Now, you get a call from a CEO. Said she was referred to you by one of your contacts because you have CEO coaching experience. She's glad to have found you because no one else she's spoken to has worked with specifically with CEOs previously and she was hoping to have an intake session with you as soon as possible.

As an internal coach, you have a VP of your organization recently approach you about some struggles he has been having with their department and one of their leaders. They asks if he can be coached and if you can keep their sessions confidential.

Two to three sessions into his agreement, their boss also approaches separately you about setting up coaching for the same Employee.



**Be intentional with documentation,
agreements**

**Disclose software, referrals,
refund policies**

Discuss boundaries

**Revisit when needed,
clarifying roles**

Real World Ethics

Be intentional with

Ethics Assist Line

If you have questions about the ICF Code of Ethics, the Ethical Conduct Review Process, the Accreditation Complaint Process, or any ICF Ethics resources, please contact our Ethics and Compliance Department through the ICF Ethics Assist Line (ethics@coachingfederation.org or +1.859.226.4245).

If you have a compliance-related concern to report, please use this [form](#). Compliance-related concerns may include, but are not limited to, false claims of ICF Membership, ICF Credential status or an Organization's Accreditation status.

Intentional work

Share out any examples you have of contracts and agreements working in your favor?

Q&A



Additional Free Resources

www.hawthorneunion.com

youtube.com/@hawthorneunion