



Welcome and Congratulations!

Thank you for choosing **refocuscoach** as your partner in the coaching process. Our commitment is to provide you with coaching that will empower you to turn your dreams into reality.

Here are some things for you to read and respond to before your first coaching session.

- Coaching Agreement - Read this agreement, sign it, and return it.
- Contact Information - This is private for our use only.
- Code of Ethics - **refocuscoach** adheres to the International Coach Federation Code of Ethics. (See form below.)
- First Coaching Session Form - Please complete and return this form prior to your first coaching session.
- Focus Report - This is a quick and simple report to complete and return prior to each coaching session (excluding your 1st coaching session). Completion of this form helps you prepare for each coaching session and also provides necessary insights to prepare your coach.

At the time of the agreed upon coaching session, call your coach at the telephone number he or she provides. Each session is approximately 30 minutes in length. It is important to adhere to the 30 minute timeframe since our coaches often have clients before and after your session. **Leadership Coaching fees are \$150 per session, \$300 per month for two (2) sessions, and \$500 per month for four (4) sessions. Longer agreements are also available.**

You may want to call or e-mail your coach between sessions. Please feel free to do so. Our commitment is to respond to you in a timely manner as time permits.

Again, welcome to the coaching process and congratulations on taking this important step forward.

Sincerely yours,
refocuscoach Staff

refocuscoach 4520 James Avenue Fort Worth, Texas 76115 (682) 233-0456



Coaching Agreement refocuscoach

Please review, sign where indicated, and return to the address listed below.

NAME _____

INITIAL TERM MONTH, FROM THROUGH

FEE \$ 150 per session PER MONTH

NUMBER OF SESSIONS PER MONTH _____

DURATION (length of scheduled session)

REFERRED BY: _____

GROUND RULES:

- CLIENT CALLS THE COACH AT THE SCHEDULED TIME
 - CLIENT PAYS COACHING FEES IN ADVANCE
 - CLIENT PAYS FOR LONG-DISTANCE CHARGES, IF ANY
1. As a client, I understand and agree that I am fully responsible for my physical, mental, and emotional well-being during my coaching calls, including my choices and decisions. I am aware that I can choose to cancel this coaching agreement at any time upon 30 days written notice.
 2. I understand that “coaching” is a Professional-Client relationship I have with my coach that is designed to facilitate the creation/development of personal, professional, or business goals, and to develop and carry out a strategy/plan for achieving those goals.
 3. I understand that coaching is a comprehensive process that may involve all areas of my life, including work, finances, health, relationships, education, and recreation. I acknowledge that deciding how to handle these issues, incorporate coaching into those areas, and implement my choices, is exclusively my responsibility.
 4. I understand that coaching does not involve the diagnosis or treatment of mental disorders as defined by the American Psychiatric Association. I understand that coaching is not a substitute for counseling, psychotherapy, psychoanalysis, mental health care, or substance abuse treatment, and I will not use it in place of any form of diagnosis, treatment, or therapy.
 5. I promise that if I am currently in therapy or otherwise under the care of a mental health professional, that I have consulted with the mental health care provider regarding the advisability of working with a coach, and that this person is aware of my decision to proceed with the coaching relationship.
 6. I understand that information will be held as confidential unless I state otherwise, in writing, except as required by law.

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7. I understand that certain topics may be anonymously and hypothetically shared with other coaching professionals for training OR consultation purposes.
8. I understand that coaching is not to be used as a substitute for professional advice by legal, medical, financial, business, spiritual, or other qualified professionals. I will seek independent professional guidance for legal, medical, financial, business, spiritual, or other matters. I understand that all decisions in these areas are exclusively mine, and I acknowledge that my decisions and my actions regarding them are my sole responsibility.

I have read and agree to the above.

Signature: Date: Client

Please FAX or mail to: [refocuscoach](#), 4520 James Ave., Fort Worth, Texas 76115 (682) 233-0456
FAX (817) 923-0714

[refocuscoach](#) 4520 James Avenue Fort Worth, Texas 76115 (682) 233-0456



Contact Information

(Please return this information to your coach)

Name:

Address:

Telephone Numbers: (Best way to reach you)

- Primary: _____
- Secondary: _____
- Other: _____

Email Address: _____

Through what communication would you like to be coached?

- ___ - **Person-to-Person**
- ___ - **Phone**
- ___ - **Video Call**
- ___ - **E-Mail (special applications only)**

Name of your employment setting and your role:

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First Coaching Session

Please answer the following questions and e-mail your responses to your coach at least one day before your first coaching session.

1-What are 10 things I need to know about you and your place of service?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

2-What do you want to be able to say about yourself three months from now that you cannot say now?

- 1 year from now?
- 3 years from now?

3-Why is this important to you?

4-What's stopping you?

5-What one thing could you do to get you at least 50% closer to your goal?



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Name:

Date:

Focus Report

What have I accomplished OR what action have I taken since our last session?

What did I not accomplish but intended to do AND what got in the way?

At this moment, the biggest challenges or issues I am dealing with are...

I want to focus our attention during our next coaching session on...



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ICF Code of Ethics

Preamble

ICF is committed to maintaining and promoting excellence in coaching. Therefore, ICF expects all members and credentialed coaches (coaches, coach mentors, coaching supervisors, coach trainers or students), to adhere to the elements and principles of ethical conduct: to be competent and integrate ICF Core Competencies effectively in their work.

In line with the ICF core values and ICF definition of coaching, the Code of Ethics is designed to provide appropriate guidelines, accountability and enforceable standards of conduct for all ICF Members and ICF Credential-holders, who commit to abiding by the following ICF Code of Ethics:

Part One: Definitions

- **Coaching:** Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **ICF Coach:** An ICF coach agrees to practice the ICF Core Competencies and pledges accountability to the ICF Code of Ethics.
- **Professional Coaching Relationship:** A professional coaching relationship exists when coaching includes an agreement (including contracts) that defines the responsibilities of each party.
- **Roles in the Coaching Relationship:** In order to clarify roles in the coaching relationship it is often necessary to distinguish between the client and the sponsor. In most cases, the client and sponsor are the same person and are therefore jointly referred to as the client. For purposes of identification, however, the ICF defines these roles as follows:

Client: The "Client/Coachee is the person(s) being coached.

Sponsor: The "sponsor" is the entity (including its representatives) paying for and/or arranging for coaching services to be provided. In all cases, coaching engagement agreements should clearly establish the rights, roles and responsibilities for both the client and sponsor if the client and sponsor are different people.

Student: The "student" is someone enrolled in a coach training program or working with a coaching supervisor or coach mentor in order to learn the coaching process or enhance and develop their coaching skills.

- **Conflict of Interest:** A situation in which a coach has a private or personal interest sufficient to appear to influence the objective of his or her official duties as a coach and a professional.

Part Two: The ICF Standards of Ethical Conduct

Section 1: Professional Conduct at Large:

As a coach, I:

1. Conduct myself in accordance with the ICF Code of Ethics in all interactions, including coach training, coach mentoring and coach supervisory activities.

2. Commit to take the appropriate action with the coach, trainer, or coach mentor and/or will contact ICF to address any ethics violation or possible breach as soon as I become aware, whether it involves me or others.
3. Communicate and create awareness in others, including organizations, employees, sponsors, coaches and others, who might need to be informed of the responsibilities established by this Code.
4. Refrain from unlawful discrimination in occupational activities, including age, race, gender orientation, ethnicity, sexual orientation, religion, national origin or disability.
5. Make verbal and written statements that are true and accurate about what I offer as a coach, the coaching profession or ICF.
6. Accurately identify my coaching qualifications, expertise, experience, training, certifications and ICF Credentials.
7. Recognize and honor the efforts and contributions of others and only claim ownership of my own material. I understand that violating this standard may leave me subject to legal remedy by a third party.
8. Strive at all times to recognize my personal issues that may impair, conflict with or interfere with my coaching performance or my professional coaching relationships. I will promptly seek the relevant professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s) whenever the facts and circumstances necessitate.
9. Recognize that the Code of Ethics applies to my relationship with coaching clients, coachees, students, mentees and supervisees.
10. 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.
11. Maintain, store and dispose of any records, including electronic files and communications, created during my coaching engagements in a manner that promotes confidentiality, security and privacy and complies with any applicable laws and agreements.
12. Use ICF Member contact information (email addresses, telephone numbers, and so on) only in the manner and to the extent authorized by the ICF.

Section 2: Conflicts of Interest:

As a coach, I:

13. Seek to be conscious of any conflict or potential conflict of interest, openly disclose any such conflict and offer to remove myself when a conflict arises.
14. Clarify roles for internal coaches, set boundaries and review with stakeholders conflicts of interest that may emerge between coaching and other role functions.
15. Disclose to my client and the sponsor(s) all anticipated compensation from third parties that I may receive for referrals of clients or pay to receive clients.
16. Honor an equitable coach/client relationship, regardless of the form of compensation.

Section 3: Professional Conduct with Clients:

As a coach, I:

17. Ethically speak what I know to be true to clients, prospective clients or sponsors about the potential value of the coaching process or of me as a coach.
18. Carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement.
19. Have a clear coaching service agreement with my clients and sponsor(s) before beginning the coaching relationship and honor this agreement. The agreement shall include the roles, responsibilities and rights of all parties involved.
20. Hold responsibility for being aware of and setting clear, appropriate and culturally sensitive boundaries that govern interactions, physical or otherwise, I may have with my clients or sponsor(s).
21. Avoid any sexual or romantic relationship with current clients or sponsor(s) or students, mentees or supervisees. Further, I will be alert to the possibility of any potential sexual intimacy among the parties including my support staff and/or assistants and will take the appropriate action to address the issue or cancel the engagement in order to provide a safe environment overall.
22. Respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement. I shall remain alert to indications that there is a shift in the value received from the coaching relationship.
23. Encourage the client or sponsor to make a change if I believe the client or sponsor would be better served by another coach or by another resource and suggest my client seek the services of other professionals when deemed necessary or appropriate.

Section 4: Confidentiality/Privacy

As a coach, I:

24. Maintain the strictest levels of confidentiality with all client and sponsor information unless release is required by law.
25. Have a clear agreement about how coaching information will be exchanged among coach, client and sponsor.
26. Have a clear agreement when acting as a coach, coach mentor, coaching supervisor or trainer, with both client and sponsor, student, mentee, or supervisee about the conditions under which confidentiality may not be maintained (e.g., illegal activity, pursuant to valid court order or subpoena; imminent or likely risk of danger to self or to others; etc) and make sure both client and sponsor, student, mentee, or supervisee voluntarily and knowingly agree in writing to that limit of confidentiality. Where I reasonably believe that because one of the above circumstances is applicable, I may need to inform appropriate authorities.
27. Require all those who work with me in support of my clients to adhere to the ICF Code of Ethics, Number 26, Section 4, Confidentiality and Privacy Standards, and any other sections of the Code of Ethics that might be applicable.

Section 5: Continuing Development

As a coach, I:

28. Commit to the need for continued and ongoing development of my professional skills.

Part Three: The ICF Pledge of Ethics:

As an ICF 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 ICF Code of Ethics and to practice these standards with those whom I coach, teach, mentor or supervise.

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

For more information on the Ethical Conduct Review Process including links to file a complaint, please click [here](#).

Adopted by the ICF Global Board of Directors June 2015.

