

Code of Ethics for Business Coaches

Serving Very Small and Micro Businesses with Integrity and Care

INTRODUCTION

At MnM Ventures, we believe that business coaching is more than guidance—it's a partnership built on trust, respect, and a shared commitment to growth. This Code of Ethics exists to guide our conduct, protect our clients, and ensure the highest standards of professionalism in every interaction.

GUIDING PRINCIPLES

- Integrity - We act honestly and transparently in all dealings.
- Respect - We honor the dignity, perspectives, and choices of every client.
- Excellence - We strive for continual learning and improvement in our coaching practice.
- Confidentiality - We safeguard all client information and respect privacy.
- Client-Centered Focus - We prioritize the needs, goals, and success of our clients above all else.

ETHICAL COMMITMENTS

To Our Clients:

- Provide honest, unbiased, and constructive support.
- Respect each client's autonomy in making business decisions.
- Maintain clear boundaries between coaching and other professional roles.
- Honor agreed-upon goals, timelines, and commitments.

To the Coaching Profession:

- Represent business coaching truthfully, without exaggeration or false claims.
- Share knowledge and best practices that advance the profession.
- Avoid actions that could discredit the coaching community.

To the Public:

- Conduct ourselves in a manner that reflects positively on the business coaching field.
- Follow all applicable laws and regulations.

PROFESSIONAL STANDARDS

- Maintain the skills and knowledge necessary to deliver high-quality coaching.
- Be transparent about coaching methods, fees, and expectations.
- Avoid promises of guaranteed results.
- Seek feedback to improve service delivery.

CONFIDENTIALITY & TRUST

- Treat all client information as private and confidential unless given explicit permission to share.
- Store all records securely and dispose of them responsibly.
- Clearly explain the limits of confidentiality, such as legal requirements to disclose certain information.

CONFLICT OF INTEREST

- Disclose any personal, professional, or financial interest that could affect objectivity.
- Avoid situations where personal gain could conflict with client interests.
- If a conflict arises, work openly with the client to resolve it or refer them to another qualified coach.

ACCOUNTABILITY

- Take responsibility for actions, words, and decisions.
- Commit to ongoing professional development and self-reflection.
- Seek supervision or peer review when needed to ensure quality and fairness.

CLOSING COMMITMENT

At MnM Ventures, our clients' trust is our most valuable asset. This Code of Ethics is more than a set of rules—it's a living commitment to serve with integrity, respect, and unwavering dedication to client success.