



THE COACH'S CREEDSM

RESPECT THE WORKSM

I swear to fulfill, to the best of my ability and judgment, this CREED:

- I will respect the hard-won gains of those trusted advisors in whose steps I walk, and gladly share such knowledge as is mine with those who are to follow.
- I will apply, for the benefit of my client, all measures which are required, avoiding those twin traps of overtreatment and indifference.
- I will maintain my perspective beyond that of my client, and will only lead my client into uncomfortable growth when there is a reasonable chance of success and at a frequency which does not overwhelm.
- I will share my awareness of temporal considerations, and will avoid false urgency whenever possible.
- I will remember that there is art to coaching as well as science, and that warmth, sympathy, and understanding may outweigh the metrics, or the ledger.
- I will not be ashamed to say 'I don't know' nor will I fail to call in my colleagues when the skills of another are needed for a client's improvement.
- I will respect my client's privacy and confidentiality of information shared, for their problems are not disclosed to me that the world may know.
- I will remember that I do not advise an organization, but a human being in need, whose problems may affect the client's family and economic stability.
- I will prevent new problems whenever I can, for prevention is preferable to cure.
- I will remember that I remain a member of society, with special obligations to all my fellow human beings, those enjoying the richness of success as well as those who yet thirst for it.
- If I do not violate this oath, may I enjoy life and art, be respected while I live and remembered with affection thereafter. May I always act to preserve the finest traditions of my calling and may I long experience the joy of coaching those who seek my help.