

# Coaching Agreement (example)

## The Coaching Relationship

A coaching relationship can be a powerful experience, involving the development of new possibilities, new levels of achievement, personal and professional growth. The coaching relationship between the coach and the client is founded upon mutual trust and respect. The central focus of the coaching relationship is the well-being of the client.

Fundamental to a successful coaching experience is learning. The coach supports the client in reaching the desired outcome of the client. The coach supports the client in exploring new ways to view situations, individuals, possibilities, and in developing new approaches, plans, strategies and actions. This innovation involves learning. At times, the learning may be challenging. There may be times when the learning involves new discoveries about the way an individual’s own actions play a part in situations the individual wishes to change. This type of self-discovery can at times be uncomfortable.

All coaching conversations are held as confidential, and, as a coach, I will not voluntarily divulge information about a coaching relationship without the written or verbal permission of the client. As a coach, **I follow the International Coach Federation (ICF) Standards of Ethical Conduct.**

Given the nature of coaching, I as coach can never be kept responsible or accountable for the outcomes of coaching sessions. It might happen that coach and client do not have a good fit, or that the client is not willing or able to open up their own resources. That is why executing coaching can only be done with explicit consent by the client. By offering (mandatory) try-out sessions and an easy cancellation policy, these outcomes are respected and supported.

Within the execution of my profession as Agile Coach, the coaching relationship is one of the stances of an Agile Coach. To provide you the best possible service, I clearly separate any consulting effort from the coaching effort. That implies that you as a client agrees on have such separation to be maintained. In this context however I purely act as professional coach.

## The Coaching Arrangement

Applicable definitions within the coaching arrangement are:

<i>Coach (name &amp; e-mail)</i>	Edwin Hanegraaf <a href="mailto:EffectiveCoachingEu@protonmail.com">EffectiveCoachingEu@protonmail.com</a> EffectiveCoaching.eu
<i>Client (name &amp; e-mail)</i>	
<i>Start date</i>	
<i>Session characteristics</i>	
<i>Third party agreement</i>	

For all agreements from both sides, it is expected to have “good” behavior in place, such as being on time, reasoned meeting cancellation no later than 3 hours before the meeting. For coaching learning purposes, it is allowed to record sessions or having transcripts created from it and use these recordings or transcripts for evaluation purposes only. A verbal consent for using recording for

evaluation purposes will be explicitly asked for in a coaching session for which recording and/or transcription is applicable.

Within Europe an extensive Personal Data protection law is applicable (GDPR, implemented by AVG in the Netherlands). This implies that the Coach must ensure that Personal Data is saved and protected such that the Personal Data cannot be used for any other reasons than indicated in this agreement. As a Coach I will comply to these regulations by saving Personal Data, which comprises of your name, e-mail address during a maximum period of 5 years after completing the coaching relationship with the goal of contacting you directly or as for auditing reasons by ICF or ICF endorsed education institutes. Within these regulations you have always the right to with request, update and removal of that personal information. As a coach I will inform any (previous) client within that timeframe about email address changes if needed. Each mail will be responded to within a 3 business day period.

For all agreements, an explicit acceptance by mail as a response on the agreement offer mail is valid, where the mail exchange is executed from the e-mail accounts as addressed in the contact overview.