

CAREER & ATTACHMENT OFFICE CAREER COACHING CODE OF ETHICS

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1. CAO Career Coaching Code of Ethics

1.1 This Code of Ethic outlines the procedures and guidelines governing the ethical conduct and practices of the Career Coaches of CAO in the provision of professional career coaching and advising to NTU students.

2. Purpose

2.1 Career & Attachment Office (CAO) is committed to providing professional career coaching and advising to help student to explore, plan, develop and achieve specified career goals. With equipped skills and knowledge, student will chart the career path at the various career development stages.

2.2 Definitions:

- i. **Client** refers to any student who is currently enrolled in a part-time or full-time programme of study at NTU with a matriculated number and up to 6 months from the date of degree conferment.
- ii. **Career coaching and advising** refers to one-to-one and small class coaching including career exploration using self-assessment and career profiling tools, career guidance and advisory to NTU matriculated students facilitated by professionally trained career coach within NTU campus during office hours.
- iii. The **University Code of Conduct on Confidentiality and Privacy** refers to the treatment of restricted information with due respect for its sensitivity, secrecy or confidentiality, and in compliance with all applicable laws and agreements and the University's policies and principles pertaining to the use, protection and disclosure of such information.
- iv. **The Code** refers to the Code of Ethics (Code), applies to each individual employed by NTU Career & Attachment Office (CAO), regardless of any other affiliation or membership of other coaching or counselling association. The Code is designed to provide appropriate ethical practice guidelines and enforceable standards of conduct for all Career Coaches of CAO. It serves as a guide for professional behaviour and practice for Career Coaches, who have the responsibility both to the clients who are served and to the other NTU offices or schools within which the service is provided, to maintain high standards of professional conduct and competency in their work.

3. Provisions and Principles

3.1 Legal Requirement and University Compliance

Career Coaches shall:

- a) Comply with all applicable Singapore statutory laws and governmental regulations relating to occupational activities.
- b) Refrain from behaviour involving dishonesty or fraud within or outside the work environment.
- c) Disclose to appropriate governmental agencies when a client appears to be a danger to or is otherwise unable to act safely concerning self or others. Such disclosures shall comply with the relevant legal and occupational requirements.
- d) Comply to the University Code of Conduct on Confidentiality and Privacy

3.2 Professional Competency and Conduct Standards

Career Coaches shall:

- a) Conduct all coaching and advising activities in a responsible manner.
- b) Obtain qualifications and skills essential for providing career development services, including those qualifications or training required to undertake specialized tasks or roles and/or work with specialized populations.
- c) Function within the boundaries of their training, experience, and professional role.
- d) Recognise the limitations and scope of their practice and qualifications, and provide services only when qualified or certified by acknowledged credentialing centers. Career Coaches are responsible for determining the limits of their competency based on education, skills, knowledge, practice experience, credentials and other relevant considerations.
- e) Properly use occupational credentials, titles and degrees; and provide accurate information concerning education, experience, qualifications and the performance of services.
- f) Seek supervision with qualified professionals on regular basis, and provide appropriate referrals when unable to provide appropriate assistance to a client as well as when terminating a service relationship.
- g) Make appropriate referral when their own competency does not meet the individual's need or when their professional assistance cannot be provided or continued. They shall take reasonable steps to avoid harming their clients and others with whom they work, and to minimize harm where it is preventable.
- h) Contextualise career development theory and practice according to work setting, clientele and societal context.
- i) Avoid career developmental techniques and processes that are detrimental to clients. Career Coaches are responsible for ensuring that the techniques and processes used are appropriate with the client's emotional, intellectual and physical needs. They are obliged, professionally, to inform their clients regarding the purpose, application and results of techniques, assessments and strategies

used. Explanation of the said information should be in language that is easily understood by the person or persons for whom it is intended.

- j) Accept the personal rights of any individual to make independent choices and for them to take responsibility for those choices and their consequences.
- k) Deal with each individual equally, and without prejudice, respecting their values, beliefs and life experiences, and those of their families and social teachers.
- l) Obtain consent from the intended client before videotaping, audio-recording or permitting third party observation during coaching session.
- m) Ensure that electronic or written records of the coach-client relationship, including interview notes, correspondence, test data, video and tape recordings, and other documents, are deemed as professional information for use in career coaching.
- n) Use of information derived from the career coaching and advising sessions for purposes of training or research shall be restricted to content that can be changed to ensure full protection of the client's identity.

3.3 Ethical Principles for Career Coach-Client Relationship

3.3.1 Equity and Diversity

Career Coaches shall

- a) Respect the dignity and integrity of each individual for whom career development services are rendered.
- b) Ensure that each individual's feelings and cultural customs are respected.
- c) Advise clients, orally or in writing, of the purposes, goals, techniques, policies and ethical standards as appropriate to the service being provided
- d) Take into consideration the career development stage that their clients are at, and their career/life experiences.
- e) Avoid all forms of discrimination.

3.3.2 Confidentiality, Disclosure and Informed Consent

Career Coaches shall

- a) Obtain oral/ written agreement with the client when relevant in the course of performing career consulting services. Agreements shall include the rights, roles and responsibilities of the parties involved as well as the manner in which private information will be protected.
- b) Protect the privacy of information obtain, including electronic communications. Career Coaches shall not disclose this information unless authorized to do so by applicable legal requirements or client authorization. The limits of privacy shall be clearly acknowledged before services begin.

- c) Avoid or disclose conflicts of interest that will compromise the best interests of their clients.

3.3.3 Conflicts of Interest and Appearance of Impropriety

Career Coaches shall

- a) Disclose to others, including employer, clients and colleagues, significant circumstances that could be interpreted as a potential or real conflict of interest, or as involving an appearance of impropriety.
- b) Avoid conduct that could cause a conflict of interest regarding clients or employer. If a conflict of interest occurs, Career Coaches shall take reasonable steps to resolve the conflict quickly.
- c) Avoid engaging in multiple relationships with clients. In situations where multiple relationships are unavoidable, Career Coaches shall discuss the potential effects of the relationships with the affected client, and must take reasonable steps to avoid any harm.
- d) Avoidance of sexual or romantic relationships with clients. Career Coaches shall not engage in sexual or romantic interactions with current clients. Additionally, Career Coaches shall not engage in the same with former clients for a minimum of two (2) years following the date of termination or when client is no longer a student at NTU.
- e) Refrain from offering or accepting significant payments, gifts or other forms of benefits that are intended to influence occupational judgments or services.

4. **Responsible Parties and Contact Information**

Responsible Office: Career & Attachment Office

For clarification on this code of ethics, please contact:

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Mr. Loh Pui Wah	Director, CAO	PWLOH@ntu.edu.sg	6790 5034
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