



Dual Relationships in Coaching

Set expectations early, protect client trust, and keep ethical judgment active throughout the relationship.

FOUNDATIONS

01 Employ clear contracts

Define roles, responsibilities, confidentiality, and reporting expectations before coaching begins.

02 Elicit informed consent

Ensure clients understand the dual relationship and agree to clear boundaries.

03 Maintain strict confidentiality

Clarify what stays private and what, if anything, may be shared with others.

04 Document thoroughly

Record agreements, consent, and boundary discussions. The BCC Code of Ethics requires BCCs to retain records for five years.

05 Seek supervision or consultation

Use peer or supervisory input to navigate complex dual-role dilemmas.

ONGOING JUDGMENT

06 Clarify boundaries early

Address social, professional, or organizational overlaps before they affect the coaching relationship.

07 Reassess over time

Ask whether familiarity, organizational pressure, or personal interests could influence your approach.

08 Prioritize client wellbeing

Make decisions based on the client's best interests, even when that complicates other roles.

09 Avoid conflicts of interest

Watch for business, social, or organizational ties that could compromise objectivity.

10 Know when to refer

If objectivity, confidentiality, autonomy, or trust are at risk, referral may be the most ethical option.