

STATEMENT ON ETHICS, INTEGRITY, AND TRANSPARENCY

OVERVIEW

White Willow Partners (WWP) is committed to abiding by the profession's Global Code of Ethics.

How have we interpreted this?

We will follow the principles laid out in the code, apply to us as an organisation, as well as when we are providing coaching and/or coaching supervision services.

ORGANISATIONAL VALUES

Our organisational values drive the way we work, and role model our professional excellence across the clients we work with.

As an organisation we provide ourselves on providing the highest level of service to our partners, clients, and customers. It's important that we role model this through how we behave as an organisation. Whether you're a member of WWP or work with us as an Associate, everyone is treated the same.

Our **WILLOW** values are:

W onder	Build curiosity, drive innovation and entrepreneurial spirit; encourage clients, customers to embrace a growth mindset to drive transformation in their business.
I ndependence	Collaborate with our partners, sharing knowledge to drive professional excellence. Build trusted partnerships with our Associates, partners, clients, and customers.
L eadership	Strengthen leadership capability for our clients and customers. Face leadership challenge with self-awareness and resilience.
L isten	Be there for our Associates, partners, clients, and customers. Understand their needs, aspirations for the future, provide dynamic support through coaching, mentoring, facilitation, and guidance.
O penness/Integrity	Act with openness and integrity when working with Associates, partners, clients, and customers. Respect diversity across our network, drive change in our behaviours for continuous improvement.
W illing to learn	Develop thought leadership in support of our work. Strive to develop excellence in our own knowledge and capabilities; support others to develop and grow.

White Willow Partners Limited.

Registered office: 124 City Road, London, EC1V 2NX. Registered in England and Wales.

Registered number: 13193241

VAT Registration: 377573549

ETHICS

We fully abide by and uphold the standards set out in our suite of policies. These are available to all suppliers, learners, clients, and customers upon securing a new piece of work/starting a new programme, or upon request at any time.

When working with others we maintain the highest level of confidentiality, maintaining this between clients and customers with Associates required to complete a Non-Disclosure and Confidentiality agreement as part of each piece of work. This is contracted with customers, clients, partners at the outset of each new and existing piece of work.

All interactions with others are expected to be kept professional and demonstrate the professionalism of our organisation, the professions we operate in. If there is a lack of professionalism demonstrated by WWP or any of our Associates there is a route to raise complaints on this matter.

We will refrain from stepping outside the contract we've agreed with our Associates, partners, clients and/or customers at the outset, refreshed during our work.

We will act only in the role we've been employed to operate in, unless specifically agreed with Associate, partner, client and/or customer that they want us to take on additional roles. This will need to be reworked into statement of work/contract.

INTEGRITY

We will be open, honest in all our relationships with others, demonstrating professional excellence in everything we do.

We will only undertake work which we're qualified to do, with a demonstrable proven track record which is made available upon request. This is equally important for our Associates and how we select and choose to work with our partners.

Our commitment is to meet our promises through our programmes. Our learning programmes are established, and we seek to continuously improve our offering demonstrated through our commitment to gathering feedback and seeking new ways to support our learners to enhance their coaching/mentoring practice.

We seek to identify any potential conflicts of interest; if there are we assess the risk of each in collaboration with our client, customer.

We will only continue with a piece of work if we are able to resolve the issues. We will act in accordance with legislation and regulations in all areas we operate in.

We operate across a breadth of different industries and clients, customer base and recognise that for us to provide the best products and services we need to match this with a diverse and inclusive partner and Associate group.

We follow our Equality, Diversity, and Inclusion policy commitments in all our practices. We're experienced at managing neurodiverse demands among our clients and customers and do this sensitively and inclusively.

TRANSPARENCY

We aim to continuously improve our practice as a coaching training provider and follow our policies and commitments to others to the letter.

Our policies are made available to all clients and customers when we start working with them and then throughout our relationship with them. It's important to us that our clients and customers feel we are acting with honesty and integrity in all our interactions.

We have feedback practices in place with the aim of reflecting and improving what we do.

We treat all information we gain during our work in strictest confidence and in line with our Confidentiality practices.

We contract transparently with no hidden messages; we will only ever report outside of the business if there's a safeguarding need, but this will be managed alignment with our suite of policies.

We aim to operate transparently across geo-cultural boundaries and seek to educate ourselves to aid this.

Policy updates

Current version	1.1
This policy was last updated	22 November 2022