

Mindful Brains Ltd

Code of Ethics and Practice

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Purpose and Scope

The purpose of this document is to outline the ethical and professional standards and conduct expectations that guide the practice of **Mindful Brains Ltd.**

It applies to all practitioners operating within these modalities and aims to:

- Safeguard the well-being, autonomy, and dignity of clients and participants.
- Promote professional integrity and reflective practice.
- Minimise risk and harm in all interactions.
- Ensure practice is grounded in ethical awareness, psychological safety, and evidence-informed approaches.

Ethos – Engage - Encourage - Empower

We are guided by three core commitments:

Engage individuals in meaningful processes that help them maximise their strengths, attributes, and potential.

Encourage individuals to recognise and challenge limiting beliefs that hold them back.

Empower individuals to achieve their fullest potential through mindful, sustainable change.

These values underpin all of our work and reflect our belief that personal and professional development begins with awareness, accountability, and action.

Definitions

Practitioner/s

Practitioner refers to any individual providing coaching, mentoring, or facilitation within this organisation. Practitioners are expected to demonstrate integrity, competence, and ethical awareness in all aspects of their work. They apply professional judgement, maintain reflective supervision and adhere to safeguarding, trauma-informed, and risk management principles. A practitioner recognises the complexity of human behaviour and the influence of systemic, cultural, and psychological factors on individual and group development.

Coaching

Coaching is a structured and collaborative process that supports individuals in improving areas of their lives, such as performance, job satisfaction, personal development, and goal achievement. It draws upon the coachee's existing knowledge, skills, and experiences while encouraging reflection, accountability, and behavioural change to create better outcomes.

Mentoring

Mentoring is a developmental relationship in which an experienced practitioner (the mentor) provides guidance, support, and challenge to another individual (the mentee). It focuses on personal and professional growth through shared experience, reflective dialogue, and encouragement. Mentoring often includes the exchange of insights, knowledge, and strategies that help mentees navigate challenges and make informed decisions about their goals and direction.

At Mindful Brains Ltd, both coaching and mentoring are used as complementary modalities. Our approach is tailored to the needs of each individual or group, **blending reflective questioning with practical guidance and advice** to support both personal and professional development. This integrative method ensures that the style, pace, and focus of the work align with the client's objectives and context.

At Mindful Brains Ltd, we believe that high-quality coaching involves sharing experience, knowledge, and evidence-based approaches to help individuals unlock and enhance their capabilities. Through guided dialogue and exploration, coaching helps individuals develop proactive approaches to challenges, build self-awareness, and take responsibility for their growth. Coaches act as thinking partners, using purposeful questioning to help clients identify insights, act and sustain meaningful progress.

Facilitation Practice

Facilitation complements coaching and mentoring by creating **psychologically safe, inclusive, and reflective spaces** for learning, dialogue and growth.

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Facilitators uphold the same ethical standards of confidentiality, integrity, and respect. They ensure that group processes encourage equitable participation, manage power dynamics effectively, and maintain emotional safety throughout all interactions.

Code of Ethics for Coaches and Mentors

As an Affiliate Member of the Association for Coaching (AC) and the Association of Business Mentors (ABM), Mindful Brains Ltd is committed to maintaining and promoting excellence in coaching and mentoring practice. All practitioners operating under Mindful Brains Ltd are expected to hold current membership with a recognised professional body to ensure alignment with established standards of practice and ongoing professional accountability.

This Code of Ethics sets out the expectations for professional conduct, responsibility, and integrity. It ensures that all coaching and mentoring services are delivered in accordance with recognised ethical frameworks and the highest standards of professional practice.

Our Commitments as Coaches and Mentors

We commit to:

- Putting Clients First
- Prioritising the well-being and development of every coachee and mentee
- Providing personalised, evidence-informed plans that support their unique goals
- Building Appropriate Relationships
- Establishing relationships based on trust, respect, and mutual understanding
- Maintaining healthy and professional boundaries at all times
- Maintaining Integrity
- Being honest and transparent about the work, approach, qualifications and scope of practice
- Demonstrating professionalism and ethical conduct in all interactions
- Demonstrating Accountability
- Engaging in regular supervision and reflective practice
- Undergoing regular CPD
- Reviewing progress and outcomes to ensure the highest standards of support

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Professional Conduct

Practitioners of Mindful Brains Ltd will:

- Remain informed about relevant research and evidence-based guidance.
- Engage in ongoing professional development and supervision.
- Maintain awareness of and compliance with relevant coaching and mentoring standards, including those of the **Association for Coaching (AOC)** and **Association for Business Mentors (ABM)**.

Complaints

To submit a complaint please use the following:

ABM - email enquiries@associationofbusinessmentors.org and add a subject "Complaint"

AOC - Complaints may be sent to Association for Coaching in writing at:

Association for Coaching:

Golden Cross House, 8 Duncannon Street, London WC2N 4JF

or by e-mail at complaints@associationforcoaching.com

Ethical Principles

All practitioners commit to the following core principles:

- **Integrity** – acting with honesty, transparency, and professionalism at all times.
- **Respect** – valuing diversity, inclusion, and the inherent worth of every individual.
- **Confidentiality** – maintaining privacy and discretion within legal and ethical boundaries.
- **Non-maleficence** – taking all reasonable steps to prevent psychological, emotional, or professional harm.
- **Competence** – practising within the boundaries of qualifications, training, and experience.
- **Accountability** – being answerable for decisions, actions, and professional standards of conduct.
- **Trustworthiness** - Practitioners act with integrity and reliability, ensuring that clients and participants can have full confidence in the confidentiality, consistency, and professionalism of the relationship.

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- **Non-judgmental attitude** - Practitioners create a psychologically safe space by suspending bias and personal judgment, allowing individuals to explore their experiences openly and without fear of criticism.
- **Honesty** - Practitioners communicate transparently and truthfully, maintaining clarity in expectations, boundaries, and the scope of their professional competence.
- **Respect** - Practitioners honour the inherent worth, autonomy, and diversity of every individual, fostering equitable and inclusive relationships grounded in dignity and mutual regard.
- **Empathy** - Practitioners seek to understand the perspectives and emotions of others with compassion and sensitivity, promoting trust and authentic human connection.

Safeguarding, Risk/Harm and Confidentiality

Practitioners are committed to **minimising risk and harm** through ethical awareness, safeguarding practice and trauma-informed approaches.

Practitioners must undergo safeguarding training to be aware of the responsibility of keeping mentees or coachees safe.

Clear boundaries are maintained at all times, with protocols for referral or escalation when issues fall outside the practitioner's remit or expertise.

Gemma Watson is the Designated Safeguarding Lead for MINDFUL BRAINS LTD.

Qualifications and Professional Expertise

Our practice is grounded in academic, psychological, and professional knowledge that informs a robust and ethical approach to coaching and mentoring.

The founder and lead practitioner (Gemma Watson) holds qualifications:

- CMI Level 7 Diploma in Leadership Coaching and Mentoring, alongside:
- Level 5 Diploma in Psychology
- Level 3 Diploma in Counselling Skills

Additional specialist training in Behavioural Neuroscience, Safeguarding, Trauma-Informed Practice and Risk and Harm Awareness.

This combined expertise provides a deep understanding of human behaviour, motivation, and emotional processing. It enables a trauma-informed and psychologically aware approach to minimise risk and harm, maintain professional boundaries, and interpret individual behaviour within its broader personal and systemic context

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Confidentiality

Mindful Brains Ltd **upholds strict confidentiality** standards:

- Expectations around confidentiality will be clearly stated and agreed upon at the outset.
- All sessions remain confidential unless there is risk of harm to self or others, or disclosure is required by law.
- Information will be stored securely and accessibly in accordance with data protection standards.
- Records will accurately reflect the work completed and be made available to clients upon request.