

Chapter 1. Vision and Purpose

1.1 Vision and Purpose

As practitioners or instructors of BodyTalk, as well as members of the International BodyTalk Association (IBA), (collectively referred to as Professionals) we are committed to doing what is right and honorable. We set high standards and we aspire to meet these standards in service to our profession.

This Code of Ethics and Professional Conduct (Code) describes the expectations that we have of ourselves and our fellow Professionals. It articulates the ideals to which we aspire as well as the behaviors that are mandatory in our professional and volunteer roles.

The purpose of this Code is to instill confidence in the IBA and to help an individual become a better Professional. We do this by establishing a profession-wide understanding of appropriate behavior. We believe that the credibility and reputation of the IBA is shaped by the collective conduct of individual Professionals.

We believe that we can advance our profession, both individually and collectively, by embracing this Code of Ethics and Professional Conduct. We also believe that this Code will assist us in making wise decisions, particularly when faced with difficult situations where we may be asked to compromise our integrity or our values.

Our hope is that this Code of Ethics and Professional Conduct will serve as a catalyst for others to study, deliberate, and write about ethics and values. Further, we hope that this Code will ultimately be used to build upon and evolve our profession.

1.2 Persons to Whom the Code Applies

The Code of Ethics and Professional Conduct applies to:

1.2.1 All IBA members and staff

1.2.2 Individuals who are not members of IBA but meet one or more of the following criteria:

1. Non-members who hold an IBA certification
2. Non-members who apply to commence an IBA certification process
3. Non-members who serve IBA in a volunteer capacity.

1.3 Structure of the Code

The Code of Ethics and Professional Conduct is divided into sections that contain standards of conduct which are aligned with the four values that are deemed as most important to the BodyTalk community. A glossary can be found at the end of this document. The glossary defines words and phrases used in the Code. For convenience, those terms defined in the glossary are underlined in the text of the Code.

1.4 Values that Support this Code

The values that the global BodyTalk community defined as most important were:

- Responsibility
- Respect
- Fairness
- Honesty

This Code affirms these four values as its foundation.

1.5 Aspirational and Mandatory Conduct

Each section of the Code of Ethics and Professional Conduct includes both aspirational standards and mandatory standards. The aspirational standards describe the conduct that we strive to uphold as Professionals. Although adherence to the aspirational standards is not easily measured, conducting ourselves in accordance with these is an expectation that we have of ourselves as Professionals—it is not optional.

The mandatory standards establish firm requirements, and in some cases, limit or prohibit Professional behavior. Professionals who do not conduct themselves in accordance with these standards will be subject to disciplinary procedures before IBA's Ethics Review Committee.

CHAPTER 2. RESPONSIBILITY

2.1 Description of Responsibility

Responsibility is our duty to take ownership for the decisions we make or fail to make, the actions we take or fail to take, and the consequences that result.

2.2 Responsibility: Aspirational Standards

As Professionals in the global BodyTalk community:

2.2.1 We make decisions and take actions based on the best interests of society, public safety, and the environment.

2.2.2 We accept only those assignments that are consistent with our background, experience, skills, and qualifications.

2.2.3 We fulfill the commitments that we undertake – we do what we say we will do.

2.2.4 When we make errors or omissions, we take ownership and make corrections promptly. When we discover errors or omissions caused by others, we communicate them to the appropriate body as soon they are discovered. We accept accountability for any issues resulting from our errors or omissions and any resulting consequences.

2.2.5 We protect proprietary or confidential information that has been entrusted to us.

2.2.6 We uphold this Code and hold each other accountable to it.

2.3 Responsibility: Mandatory Standards

As Professionals in the global BodyTalk community, we require the following of ourselves and our fellow Professionals:

Regulations and Legal Requirements

2.3.1 We inform ourselves and uphold the policies, rules, regulations and laws that govern our work, professional, and volunteer activities.

2.3.2 We report unethical or illegal conduct to appropriate management and, if necessary, to those affected by the conduct.

Ethics Complaints

2.3.3 We bring violations of this Code to the attention of the appropriate body for resolution.

2.3.4 We only file ethics complaints when they are substantiated by facts.

2.3.5 We pursue disciplinary action against an individual who retaliates against a person raising ethics concerns.

CHAPTER 3. RESPECT

3.1 Description of Respect

Respect is our duty to show a high regard for ourselves, others, and the resources entrusted to us. Resources entrusted to us may include people, money, reputation, the safety of others, and natural or environmental resources.

An environment of respect engenders trust, confidence, and performance excellence by fostering mutual cooperation—an environment where diverse perspectives and views are encouraged and valued.

3.2 Respect: Aspirational Standards

As Professionals in the global BodyTalk community:

- 3.2.1** We inform ourselves about the norms and customs of others and avoid engaging in behaviors others might consider disrespectful.
- 3.2.2** We listen to others' points of view, seeking to understand them.
- 3.2.3** We approach directly those persons with whom we have a conflict or disagreement.
- 3.2.4** We conduct ourselves in a professional manner, even when it is not reciprocated.

3.3 Respect: Mandatory Standards

As Professionals in the global BodyTalk community, we require the following of ourselves and our fellow practitioners:

- 3.3.1** We negotiate in good faith.
- 3.3.2** We do not exercise the power of our expertise or position to influence the decisions or actions of others in order to benefit personally at their expense.
- 3.3.3** We do not act in an abusive manner toward others.
- 3.3.4** We respect the property rights of others.

CHAPTER 4. FAIRNESS

4.1 Description of Fairness

Fairness is our duty to make decisions and act impartially and objectively. Our conduct must be free from competing self-interest, prejudice, and favoritism.

4.2 Fairness: Aspirational Standards

As Professionals in the global BodyTalk community:

- 4.2.1 We demonstrate transparency in our decision-making process.
- 4.2.2 We constantly reexamine our impartiality and objectivity, taking corrective action as appropriate.
- 4.2.3 We provide equal access to information to those who are authorized to have that information.

4.3 Fairness: Mandatory Standards

As Professionals in the global project management community, we require the following of ourselves and our fellow Professionals:

Conflict of Interest Situations

- 4.3.1 We proactively and fully disclose any real or potential conflicts of interest to the appropriate persons.
- 4.3.2 When we realize that we have a real or potential conflict of interest, we refrain from engaging in the decision making process or otherwise attempting to influence outcomes, unless or until: we have made full disclosure to the affected persons; we have an approved mitigation plan; and we have obtained the consent of all the parties involved to proceed.

Favoritism and Discrimination

- 4.3.3 We do not discriminate against others based on, but not limited to, gender, race, age, religion, disability, nationality, or sexual orientation.
- 4.3.5 We apply the rules of the organization (IBA, or other group) without favoritism or prejudice.

CHAPTER 5. HONESTY

5.1 Description of Honesty

Honesty is our duty to understand the truth and act in a truthful manner both in our communications and in our conduct.

5.2 Honesty: Aspirational Standards

As Professionals in the global BodyTalk community:

5.2.1 We earnestly seek to understand the truth.

5.2.2 We are truthful in our communications and in our conduct.

5.2.3 We provide accurate information in a timely manner.

5.2.4 We make commitments and promises, implied or explicit, in good faith.

5.2.5 We strive to create an environment in which others feel safe to tell the truth.

5.3 Honesty: Mandatory Standards

As Professionals in the global BodyTalk community, we require the following of ourselves and our fellow Professionals:

5.3.1 We do not engage in or condone behavior that is designed to deceive others, including but not limited to, making misleading or false statements, stating half-truths, providing information out of context or withholding information that, if known, would render our statements as misleading or incomplete.

5.3.2 We do not engage in dishonest behavior with the intention of personal gain or at the expense of another.

APPENDIX A

B.1 Glossary

Abusive Manner. Conduct that results in physical harm or creates intense feelings of fear, humiliation, manipulation, or exploitation in another person.

Conflict of Interest. A situation that arises when a BodyTalk Professional is faced with making a decision or doing some act that will benefit the Professional or another person or organization to which the Professional owes a duty of loyalty and at the same time will harm another person or organization to which the Professional owes a similar duty of loyalty. The only way Professionals can resolve conflicting duties is to disclose the conflict to those affected and allow them to make the decision about how the Professional should proceed.

Duty of Loyalty. A person's responsibility, legal or moral, to promote the best interest of an organization or other person with whom they are affiliated.

International BodyTalk Association (IBA). The totality of the International BodyTalk Association, including its subsidiaries, committees, groups, and chartered components such as chapters, colleges, and specific interest groups.

IBA Member. A person who has joined the International BodyTalk Association as a member and who maintains their membership.

IBA-Sponsored Activities. Activities that include, but are not limited to, participation on an IBA Member Advisory Group, or another IBA working group or committee. This also includes activities engaged in under the auspices of a chartered IBA component organization—whether it is in a leadership role in the component or another type of component educational activity or event.

Professional. A person engaged in an activity that contributes to the practice, education, or advancement of BodyTalk.

IBA Volunteer. A person who participates in IBA-sponsored activities, whether a member of the International BodyTalk Association or not.