



The Foundations and Principles of our Unified Code of Ethics

A code of ethics has to do with responsibility.

It is about responsibility to Members, students, clients and also to society, the environment and the future.

Codes of ethics are rules and boundaries we set ourselves about how we want to function and interact:

- as a human being with others
- as a business
- in society

Codes of ethics give us the necessary guidance to tell us how to treat others, especially those who are vulnerable and who may need this as protection.

Without defined and enforced ethics there is more room for egotism, selfishness, greed, exploitation, taking advantage, mistreatment, discrimination, disregard, neglect and harm toward others.

All ethical behaviour and decisions are guided and evaluated by three principles.

1. Flexibility, Diversity and Freedom

The principles of flexibility, diversity and freedom are about the variety and degrees of freedom of a system and/or person and/or model of the world.

The degree of freedom and diversity increases with increased choices, options and flexibility. It is better to increase them rather than decrease them.

The freedom of a system, a person, a society, a culture, a model of the world ends where it starts to harm, to discriminate against or to restrict the freedom or diversity of others.

It is considered unethical if you do harm to others or discriminate or reduce their freedom or diversity.

2. Ecology

The principle of ecology is an examination and consideration of consequences, interactions and effects to people, the system and environment resulting from the communication, behaviour, decision or change.

It is considered unecological if the consequences and effects of your actions inflict more harm than good or have more negative effects, short term or long term, than before.

3. Ethical Foundation Values

The principle of ethical foundation values means acting with honesty, fairness, integrity, respect, responsibility and dignity towards others.

It is considered unethical if you are dishonest, unfair, corrupt, disrespectful, irresponsible or violate the dignity of others.

Based upon these principles, the Associations have agreed to

The Unified Code of Ethics

1. A member shall adhere to the three principles in teaching, certification, coaching or interacting with students or clients.
2. A member shall only promote, advertise or offer ethical and ecological programs or events.
3. A member shall only publish, advertise, distribute or post ethical and ecological information or statements online.
4. A member shall not associate themselves, their NLP association or NLP with unethical and unecological practices or groups.
5. A member will act ethically and ecologically towards other members, the NLP association, other professional bodies and institutions and do their best to enhance the reputation of NLP and/or the NLP association.
6. A member shall strive to improve the well-being and flexibility of their students, clients and society.

Any breaches will be dealt with by the Member's own Association.

On the basis of this Unified Code of Ethics, each of the affiliated Associations have their own Code of Ethical Conduct.



ANLP Code of Ethical Conduct

All members of ANLP International shall:

- 1 Respect the dignity and worth of every human being, and their right to self-determination.
- 2 Strive to act with integrity, independence and impartiality, avoiding conflicts of interests and acting in accordance with the ANLP principles/presuppositions of NLP which appear overleaf.
- 3 Represent themselves, their qualifications, experience and membership of professional bodies honestly, and also (to the best of their knowledge) the skills, qualifications and experience of any third party to whom they refer any of their clients.
- 4 Recognise their scope of practice and only practise NLP within the limits of their competency and to their highest possible standards.
- 5 Strive to act within an ecological framework to ensure the safety of their client at all times.
- 6 Represent NLP interventions as an option and at no time as a certain solution for any given problem.
- 7 Act as ambassadors for NLP, so that it is presented as a professional and effective approach which can help people and organisations; avoiding bringing NLP into disrepute.
- 8 Act as ambassadors for ANLP, to promote its purposes and activities to a wider audience; avoiding bringing ANLP into disrepute.
- 9 Respect legitimate needs and requirements for confidentiality.
- 10 Respect the variety of different styles of NLP and complementary professions.
- 11 Promote fellow Members' interests and avoid soliciting other Members' clients away from them.
- 12 Ensure that clients' expectations, and the basis on which they will be met, are understood by both parties and that contractual arrangements are not changed without appropriate discussion.
- 13 Act within the law and not encourage, assist, or collude with others engaged in unlawful conduct.
- 14 Declare to ANLP any criminal conviction (except motor conviction resulting in points on licence), any professional complaint against them or any other matter which may affect their ANLP membership, good conduct or practice in any way.
- 15 Members (above Associate level) have an ongoing requirement to update their skills and knowledge, through Mentorship and/or pursuing recognised CPD requirements.

ANLP recommends that no member works with people under the age of 18 or vulnerable adult, unless they are specifically qualified to do so, and have appropriate clearance with national vetting procedures in their country(ies) of practice.

Disclaimer: The Code does not assume that individual Members possess particular levels of skill in any specific area; it is important, therefore, that users of Members' services do satisfy themselves that the person they are working with is appropriately skilled.

ANLP International will deal with any infringements of the Code of Ethics through its Complaints and Disciplinary Procedure.