
CODE OF ETHICS

for all categories: practitioner, expert, master

Adopted by the Association's Board on April 10, 2025

Preamble

A member of the Association undertakes to uphold and advance knowledge and best practice in the field of narrative intelligence. The Association expects all members to abide by the rules and principles of ethical conduct set out in this Code. The Code of Ethics has been developed in accordance with the Association's core values and definitions, and serves as guidance for maintaining standards of professional conduct for all specialists engaged in teaching and developing narrative intelligence.

SECTION 1. Definitions

A member of the Association agrees to apply the competencies of narrative intelligence development and undertakes to follow the Code of Ethics.

A professional relationship exists when it is governed by an agreement that defines the responsibilities of all parties.

Roles in the relationship. To clarify roles in the relationship, it is often necessary to distinguish between the client and the sponsor of the development and training process. In most cases, the client and the sponsor are the same person, in which case the sponsor's role also belongs to the client. For the purpose of identifying these roles, the Code provides the following definitions:

A Client is a person who receives knowledge and methods for developing their narrative intelligence from a practitioner.

A Sponsor is the party that pays for and organizes this process. In all cases where the client and the sponsor are different people, the agreement must clearly define the rights, roles, and responsibilities of the client and the sponsor.

A Student is a person enrolled in a specialized narrative-intelligence development program, or working alongside a practitioner, or observing their work in order to study the development process or to improve and refine their own skills in this field.

A Conflict of Interest is a situation in which a practitioner holds an undisclosed or personal interest that could visibly affect the objectives of their formal duties as a narrative-intelligence practitioner as a whole.

SECTION 2. Ethical Standards and General Provisions on Ethics

- Act in accordance with the Code of Ethics in all forms of interaction, including the training and development process itself and any masterclasses related to it.
- Address and/or take appropriate action in the event of an actual or possible breach of ethics, as soon as they become aware of such a breach, whether on their own part or that of other members.
- Inform interested parties, including organizations, clients, sponsors, other Association members, and other individuals who need to be informed of the obligations established by this Code.
- Refrain, in their professional activity, from unlawful discrimination, including discrimination on the basis of age, race, ethnicity, religion, national origin, or disability.
- Provide truthful and accurate information, both orally and in writing, about what they offer as a member of the Association.
- Clearly state the level of their qualification, expertise, experience, and training.
- Acknowledge and respect the efforts and contributions of others, and claim ownership only of their own material. They understand that violating this standard may result in a claim from a third party.
- Continuously work to recognize personal issues that may affect, create conflict with, or impair their activity and productivity. In such cases, they will promptly seek appropriate professional help and determine the actions required, including the temporary or full suspension of their membership agreements with the Association, should circumstances so require.
- Recognize that this Code of Ethics applies to their relationships with clients, other practitioners, students, and masters.
- Conduct and publish the results of their research competently, honestly, and within recognized forms and stated guidelines. Research must be conducted only after the necessary consent and approval of participants have been obtained, and the approach used must protect participants from any potential harm. All research work must be conducted in accordance with the laws in force in the country where the research takes place.
- Keep, store, and dispose of any records, including electronic files and informational materials created during the course of training and development interactions, in a manner that ensures confidentiality, security, and privacy, and complies with all applicable laws and agreements.
- Use contact information (email addresses, phone numbers, etc.) solely in the forms and within the limits established by law.

Section 3. Conflict of Interest

- Strive to notice any actual or potential conflicts of interest, discuss such situations openly, and proactively offer to step aside when a conflict arises.
- Clarify the roles of other Association members, establish boundaries, and discuss with interested parties any conflicts of interest that may arise between themselves and other practitioners.
- Disclose to their client and sponsor(s) all anticipated third-party compensation they may receive for referring clients, as well as any payment received for clients referred to them.
- Respect an equitable relationship between client and practitioner, regardless of the form of compensation.

Section 4. Interaction with the Client

- Speak ethically to clients, prospective clients, or sponsors about what they are confident of and what is true regarding the potential value of the training and development process, or of themselves as a practitioner.
- Carefully explain, and strive to ensure that, before or during the first meeting, the client and sponsor(s) understand the nature of the training, the meaning and limits of confidentiality, financial arrangements, and any other terms of the agreement.
- Have a clear services agreement with clients and sponsor(s) before the relationship begins, and honor that agreement. This agreement must describe the roles, responsibilities, and rights of all parties involved.
- Establish clear, appropriate boundaries, taking into account cultural considerations, governing any physical or other forms of interaction that may arise with clients and sponsor(s).
- Avoid any sexual or romantic relationships with current clients, sponsor(s), or students. Furthermore, remain attentive to the risk of any potential sexual intimacy between parties, including staff and/or assistants, and take appropriate measures to address this issue or terminate the agreement to ensure a safe learning environment overall.
- Respect the client's right to end the training relationship at any point in the process, in accordance with the terms of the agreement. Pay close attention to signs that the value of the relationship has changed for the client.
- Encourage the client or sponsor to work with another practitioner if it becomes apparent that they would be better served by someone else or by a specialist in another field, and offer to refer the client to other practitioners' services where necessary and appropriate.

Section 5. Confidentiality and Protection of Personal Data

- Maintain the highest level of confidentiality regarding the information of all clients and sponsors, except in situations where disclosure is required by law.
- Have a clear agreement on how information will be shared between the practitioner, the client, and the sponsor.

- Have clear agreements, when acting as a practitioner or master, with both the client and the sponsor or student, regarding the conditions under which confidentiality cannot be maintained (for example, unlawful activity, compliance with a court order or subpoena, an imminent or probable risk of harm to oneself or others, etc.), and ensure that the client and sponsor, the student, and any other practitioner voluntarily and knowingly agree in writing to these limits on confidentiality. If there are grounds to believe that the current situation falls under one of the above circumstances, the relevant authorities will need to be informed within the bounds of the law.
- Require everyone working in support of clients to adhere to the Code of Ethics, standards of confidentiality and personal privacy, and any other sections of the Code of Ethics that may apply.

Section 6. Ongoing Development and Accountability

Maintain the need for continuous, ongoing development of their professional skills.

Any violation of any part of the Code of Ethics is understood to mean that sponsors, clients, and colleagues may, at their discretion, hold the Association member accountable for their actions. Accountability to the community for any violations may include sanctions and loss of professional standing and reputation.