



SFEDI DIRECTORY

Professional Code of Conduct

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“Associate yourself with people of good quality, for it is better to be alone than in bad company”

Booker T. Washington

As one of the core driving principles of the SFEDI Directory is the requirement of those listed to sign up to the SFEDI Directory Professional Code of Conduct providing a clear statement of how they will operate as business and enterprise support professionals engaging with businesses across the nation.

Code of Conduct Scope

The Business and Enterprise Support Professional will conduct themselves with dignity and will act in a way which respects diversity and promotes equal opportunities.

Code of Conduct Statement

- The Professional's role is to respond to the Client's needs and agenda; it is not to impose their own agenda
- The Professional will agree with the Client how they wish the relationship to work adopting the most appropriate level of confidentiality
- The Professional will be aware of, and adhere to any current legislation relating to activities undertaken as part of any business and enterprise support service
- The Client should be made aware of their rights and any complaints procedures
- The Professional and Client will respect each other's time and other responsibilities, ensuring they do not impose beyond what is reasonable
- The Professional will ensure the Client accepts increasing responsibility for managing the relationship; the Professional will empower them to do so and will promote the Client's autonomy
- Either party may dissolve the relationship at any time throughout the period of the business and enterprise support relationship
- The Professional will not intrude into areas the Client wishes to keep private until invited to do so. They should, however, help the Client to recognise how other issues may relate to these areas
- The Professional will be open and truthful with themselves and their Client whilst participating in the support relationship
- The Professional will share the responsibility for the smooth winding down of the relationship with the Client, once it has achieved its purpose – they must avoid creating dependency
- The relationship should not be exploitative in any way, neither may it be open to misinterpretation
- The Professional should never work beyond the bounds of their capability, experience and expertise to the point where they do not feel confident in providing the Client with proper support. Where appropriate, the Professional should seek advice or refer the Client to another point of contact or other business and enterprise support professional
- The confidentiality of the Client remains paramount at all times. At no time will the Professional disclose any part of the relationship to any person whatsoever, without explicit agreement of the Client. Any notes or other records of support sessions shall remain, at all times, the property of the Client. They may, for convenience, be retained by the Professional but may be requested by the Client at any time
- The Professional will have a responsibility to highlight any ethical issues (such as conflicts of interest) that may arise during a business and enterprise support relationship at the earliest opportunity
- The Professional should not attempt to do the Client's job for them - the Client has the ability and the potential, the Professional's job is to help them realise it
- The Professional will maintain their professional competence through participation in ongoing Continuous Professional Development

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