Title: Ethics in coaching.

ABSTRACT:

Introduction

A coach is a professional whose conduct must be beyond reproach at all times. He should exhibit right and good behaviour and actions. Right behaviour or action is that which produces good influence psychologically, physiologically and morally on one's self, others and one's surroundings and environment. However, due to such factors as pressure to win and frustration associated with losing in competitions, coaches may exhibit bad or wrong behaviour. Others may show negative behaviour simply because they have no idea about the code of conduct for coaches. This paper therefore, reviews the key areas of ethical standards in coaching practice so that coaches may get enlightened on the same.

Methods

This is a review paper that synthesizes literature on ethics in coaching practice. Studies and other related literary works from journals, textbooks and internet provided the information that is captured in this paper

Results, Discussion and Conclusions

Available literature is in agreement on the causes of negative behaviour by coaches as including fear of defeat, failure to accept defeat, failure to recognize the rights and competencies of others, pressure to win and desire for recognition. The main areas of ethical standards for coaches include competence of the coach, integrity, professional conduct with athletes and colleagues and maintenance of privacy and confidentiality of athletes' information.