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COACHING AGREEMENT

A partnership between two adults — here's how it works



SECTION 01 · THE PARTNERSHIP

WELCOME

Before we begin coaching, we agree how we'll work together. This document is that agreement. It's written so the principles are clear in plain English first — and the formal clause is set beneath each one, in case the lawyers ever need to look. Read it, ask anything that's unclear, then sign at the back.

THE COACH

Gary Buxton

Leading Dynamic Ltd · Coaching Psychologist & Executive Coach · Company No. 12024150



THE CLIENT
NAME

ORGANISATION

01 WHAT COACHING IS — AND WHAT IT ISN'T

Coaching is a thinking partnership. I create space for you to think, challenge you when it's useful, and help you turn insight into action. You stay in the driving seat — the decisions, the choices, and the results are yours.

COACHING IS

- A confidential, structured conversation
- Focused on your goals and the things you want to change
- Built on honesty, reflection and action between sessions
- Grounded in coaching psychology and ethical practice

COACHING ISN'T

- Therapy, counselling or treatment for a mental health condition
- Mentoring or consulting — I won't tell you the answer
- A guarantee of any particular result
- A replacement for medical, legal or financial advice

THE FORMAL CLAUSE

Coaching is a partnership (an alliance, not a legal business partnership) between the Coach and the Client in a thought-provoking and creative process designed to facilitate the development of personal, professional or business goals and to carry out a strategy for achieving those goals. Coaching Psychology is the scientific study and application of behaviour, cognition and emotion to deepen understanding of performance, achievement and wellbeing.

The Client is solely responsible for their own physical, mental and emotional well-being, decisions, choices, actions and results arising from the coaching relationship. The Coach is not liable for any direct or indirect result of services provided. Coaching is not therapy and is not a substitute for counselling, psychotherapy, psychoanalysis, mental health care, substance abuse treatment, or other professional advice by legal, medical or other qualified professionals. If the Client is currently under the care of a mental health professional, it is recommended that the Client inform that provider of the nature of the coaching relationship.



SECTION 02 · HOW WE WORK

YOUR ROLE & MINE



HELD TO TWO CODES OF ETHICS

I work to the codes of the [International Coaching Federation](#) and the [British Psychological Society Division of Coaching Psychology](#). They underpin everything in this agreement. I'd recommend you read them.

02 MY ROLE AS YOUR COACH

I'll bring my full attention, ask honest and sometimes uncomfortable questions, and hold the ethics of the profession. I won't tell you what to do — I'll help you find your own clearer answer.

THE FORMAL CLAUSE

The Coach agrees to maintain the ethics and standards of behaviour established by the International Coach Federation (ICF) and the British Psychological Society Division of Coaching Psychology (BPS). The Coach will provide Coaching Psychology Services focused on the topics, results, outcomes and goals identified by the Client through the Coaching Goals questionnaire completed before the first session, and will work with emergent areas as defined by the Client throughout the assignment.

03 YOUR ROLE AS THE CLIENT

Coaching works when you show up. That means being honest with yourself and with me, staying open to feedback, and making time and energy to do the work between sessions. You can end the relationship whenever you choose to.

THE FORMAL CLAUSE

To enhance the coaching relationship, the Client agrees to communicate honestly, be open to feedback and assistance, and create the time and energy to participate fully in the programme. The Client acknowledges that coaching is a comprehensive process that may involve different areas of their life, including work, finances, health, relationships, education and recreation. Deciding how to handle these issues, incorporate coaching principles into those areas, and implement choices is exclusively the Client's responsibility.

The Client acknowledges that they may terminate or discontinue the coaching relationship at any time, subject to the Termination Policy in Section 09.

04 COACHING OUTSIDE OUR SESSIONS

Between sessions, you can reach me by email, WhatsApp, text or voicemail when something needs a quick steer. I'll respond flexibly — within reason, this stays under the length of one session.

THE FORMAL CLAUSE

The Coach will be available to the Client by e-mail, WhatsApp, text and voicemail between scheduled meetings, supporting the Client flexibly, provided that time over and above the time allocated through this contract does not exceed the duration of one session. The Coach may also be available for additional time at the Client's request on a prorated basis (for example, reviewing documents, reading or writing reports, or engaging in other Client-related services outside coaching hours).



SECTION 03 · WHAT STAYS BETWEEN US

CONFIDENTIALITY & DATA

05 CONFIDENTIALITY — AND ITS LIMITS

What you share with me stays with me. I won't name you as a client without your permission. The few exceptions are where the law requires it, where there's a serious risk of harm, or where illegal activity is disclosed — these are standard across the profession.

THE FORMAL CLAUSE

This coaching relationship, and all information (documented or verbal) the Client shares with the Coach, is bound by the principles of confidentiality set forth in the ICF and BPS Codes of Ethics. The Coach will not disclose the Client's name as a reference without the Client's consent, but may state that he is working with the Client's organisation, including use of the organisation's logo on his website.

Confidential Information does not include information that: (a) was in the Coach's possession prior to being furnished by the Client; (b) is generally known to the public or in the Client's industry; (c) is obtained from a third party without breach of any obligation to the Client; (d) is independently developed by the Coach; (e) is required by statute, lawfully issued witness summons, or court order to be disclosed; (f) is disclosed and as a result the Coach reasonably believes there to be an imminent or likely risk of danger or harm to the Client or others; or (g) involves illegal activity. The Client also acknowledges their continuing obligation to raise confidentiality questions or concerns with the Coach in a timely manner.

Topics may be anonymously and hypothetically shared with other coaching professionals for supervision, mentoring, evaluation and coach professional development credentialing. The Coach engages in continuing education to maintain ICF and BPS credentials; this may require disclosure of Client name, contact information and start/end dates to ICF/BPS staff for verification only. No personal notes will be shared.

06 NOTES, RECORDINGS & AI

I keep brief, encrypted notes for up to 12 months after our last session. **I don't transcribe coaching sessions.** If we ever agreed transcription would help, I'd use on-device tools only — nothing is sent out. AI tools may help me prepare resources for you — but your personal information never goes into them.

THE FORMAL CLAUSE

The Coach's record-retention policy is published at garybuxton.co.uk/privacy-policy. Records are maintained digitally for up to 12 months following the final session. All data is encrypted at rest and in transit, and the device used for coaching includes biometric security and remote lock/wipe. Where agreed, the Coach will reconnect with the Client six months after the final session for a progress check-in; following this, all session notes will be deleted unless the Client requests retention for future engagements.

The Coach may use artificial intelligence (AI) tools to support the coaching process, in line with professional ethical codes and with the Client's explicit consent where relevant. Specifically: only on-device transcription tools are used, and only when explicitly agreed with the Client (no recordings are shared externally); the Coach uses a paid AI account operating within a closed environment, where Client data is not used to train models or shared with third parties; AI may support development of reports, resources and materials that aid the Client's reflection and learning; and no personally identifiable information (PII) will be uploaded into AI systems. These practices uphold the standards of the BPS and ICF.



SECTION 04 · THE PRACTICALITIES

SESSIONS, FEES & CANCELLATION

07 HOW SESSIONS RUN

Sessions are typically 60–120 minutes, and most clients work with me monthly. We'll agree timing together. Online works best via Zoom – though I'm happy to join a Teams invite if your organisation prefers. Face-to-face sessions are arranged directly so we can factor in travel.

THE FORMAL CLAUSE

The time and location of coaching meetings will be determined by Coach and Client based on mutually agreed availability. Online sessions can be booked, viewed, rescheduled or cancelled by creating a login at www.garybuxton.co.uk. All coaching sessions must be delivered in the agreed window of time. Sessions not delivered in this window are charged at full rate. By written mutual agreement, both parties may extend the delivery window, not exceeding 50% of the original agreement period.

08 FEES & WHAT'S INCLUDED

The investment covers your sessions and reasonable between-session contact. Travel for in-person sessions, psychometric profiles outside your programme, and any agreed accommodation are recharged at cost.

NUMBER OF SESSIONS	INVESTMENT	INVOICING TERMS
PROGRAMME START		PROGRAMME END

THE FORMAL CLAUSE – EXTRAS & RECHARGES

In addition to the coaching fee, the following will be recharged: psychometric profiles not already included in the programme; Coach's travel to in-person meetings at 45p per mile, or standard-class rail or airfare; and any required accommodation or subsistence at cost.

09 CANCELLATION & RESCHEDULING

One week's notice, no charge. Less than that and the session is charged at full rate. If you book online, the system holds you to five days' notice. If a session needs travel, the travel cost still applies on a rearrangement.

THE FORMAL CLAUSE

The Client may cancel and move coaching sessions with one week's notice with no charge for the session, but will be liable for travel expenses for the re-arranged session. Cancellations with less than one week's notice are charged at the full rate. For those managing appointments via the online system, sessions can be viewed, booked, rescheduled or cancelled with five days' notice.



SECTION 05 · ENDINGS & SIGN-OFF

CLOSING OUT & SIGNATURES

10 ENDING THE AGREEMENT

Either of us can end this with **eight weeks' written notice**. You'll be charged for sessions delivered up to that date; terminations outside the original schedule are charged at full rate. Undelivered sessions are refunded.

THE FORMAL CLAUSE – TERMINATION

Either the Client or the Coach may terminate this Agreement at any time with eight weeks' written notice. The Client agrees to compensate the Coach for all coaching services rendered through and including the effective date of termination. Terminations outside of the original coaching schedule (Section 08, Fees & what's included) are charged at full rate. The coaching agreement may be cancelled at any time, and undelivered sessions (subject to this Termination Policy) will be refunded.

11 LIABILITY, IN PLAIN ENGLISH

If something goes wrong, my liability is capped at the fees you've paid me. I make no guarantees of outcome – coaching is your work, supported.

Except as expressly provided in this Agreement, the Coach makes no guarantees, representations or warranties of any kind or nature, express or implied, with respect to the coaching services. In no event shall the Coach be liable to the Client for any indirect, consequential or special damages. The Coach's entire liability, and the Client's exclusive remedy, shall be limited to the amount actually paid by the Client to the Coach for coaching services rendered through and including the termination date.

12 IF WE DISAGREE

If something feels off, please tell me first. If we can't resolve it between us, we'll mediate in good faith for up to 30 days before any legal step.

If a dispute arises out of this Agreement that cannot be resolved by mutual consent, the Client and Coach agree to attempt to mediate in good faith for up to 30 days after notice. If the dispute is not resolved, and in the event of legal action, the prevailing party shall be entitled to recover legal fees and court costs.

13 THE WHOLE AGREEMENT

This document is the whole agreement between us. Anything we change later we'll write down and sign. If any single clause turned out to be unenforceable, the rest still stands.

This document reflects the entire agreement between Coach and Client and supersedes all prior representations. It may not be amended except in writing signed by both parties. If any provision is held to be invalid or unenforceable, the remaining provisions shall continue to be valid and enforceable; the failure of either party to enforce a provision shall not waive their right to do so later.

14 APPLICABLE LAW

English and Welsh law governs this agreement and the courts of England and Wales have exclusive jurisdiction. It is binding on us both and on our successors.

This Agreement is governed by the law of England and Wales and is subject to the exclusive jurisdiction of the courts of England and Wales. This Agreement shall be binding upon the parties and their respective successors and permissible assigns.

By signing below, we both confirm we've read this agreement, understood its principles, and agreed to work together on this basis.

THE CLIENT

NAME

SIGNATURE

DATE

THE COACH

NAME

Gary Buxton

SIGNATURE

DATE