



ASSOCIATION OF BUSINESS POETS

Ethical Code of Practice for Business Poets Ver2.0

Preamble

As Business Poets, we recognise that our work interacts with human creativity, organisational culture, personal identity, language and meaning. We commit to a high standard of professional conduct, ethical practice and ongoing development. We use this Code to guide our relationships with clients, colleagues, organisations and the wider community.

This Code is intended as a guide to best practice rather than a legally binding document, although it may form part of contractual or disciplinary frameworks. (cf. UCA's purpose).

1. Terminology & Scope

- “Business Poet”: a professional who uses poetic, metaphorical, narrative or spoken-word techniques in business contexts (e.g., for leadership development, culture change, brand storytelling, team facilitation).
- “Client”: an individual, group, team or organisation engaging the Business Poet to deliver poetic/narrative services.
- “Engagement”: the work agreement between Business Poet and Client (contract, scope, deliverables).
- This Code applies to all engagements by the Business Poet whether direct to client, via an employer, or as part of an organisational programme.
- AI – the use of generative LLMs to write or create pieces of poetry, narrative, or spoken word will not be acceptable, unless explicit agreement is given by the client

2. Working With Clients

2.1 Clarity of Engagement

- At the outset of the relationship, the Business Poet provides a clear agreement or contract: purpose of work, methods (poetry, narrative, workshops), roles of each party, fees, confidentiality, Intellectual Property (IP) expectations, cancellation/termination terms.
- We ensure clients understand what the poetic narrative process is (its nature, limitations, outcomes) so they can give informed consent.

2.2 Respect for the Client's Autonomy and Context

- We honour the client's values, context, culture, identity, and organisational constraints.
- We do *not* impose a poetic or narrative agenda that overrides the client's voice or organisational goals. We aim to *amplify* client meaning, not to override it.

2.3 Confidentiality and Privacy

- The Business Poet safeguards confidentiality of client information, materials and personal disclosures arising during workshops or coaching-poetic sessions, unless the client gives explicit consent for disclosure, or unless required by law.
- If working in a group/organisational setting, we clarify how sharing, recording, publication might occur (e.g., poetic outputs, recordings) and obtain consent.

2.4 Boundaries and Role Clarification

- We clarify our role: we are not therapists, counsellors or mental-health professionals unless explicitly qualified. If issues beyond our scope emerge (e.g., trauma, clinical psychology, legal matters) we recommend referral to appropriate professionals.
- We avoid dual relationships (e.g., facilitator and evaluator of same group) where conflict might occur unless clearly disclosed and managed.

2.5 Cultural, Diversity and Inclusion Integrity

- We commit to inclusive practice: respect for diversity of race, gender, age, religion, sexual orientation, disability, culture, and language.

- We remain aware of our own biases (linguistic, poetic tradition, cultural) and how these may affect our facilitation and narrative processes.

3. Professional Conduct

3.1 Integrity and Honesty

- We accurately represent our qualifications, experience, poetic methods, success stories, fees and limitations of what poetic / narrative work can achieve.
- We do not guarantee outcomes beyond what is reasonable (e.g., transformation, cultural change) and we avoid exaggerated claims.

3.2 Conflict of Interest

- We disclose any real or potential conflict of interest (e.g., facilitator has ties to sponsor, previous role in organisation, other relationships) and seek to manage or resolve the conflict in favour of client interest.
- When accepting commissions or undertaking poetic services, we ensure clarity of roles and boundaries (e.g., whether the poet is neutral or acting as internal brand advocate).

3.3 Professional Development and Supervision

- We commit to ongoing learning in poetic practice, business facilitation, narrative techniques, cultural awareness and ethics.
- We seek supervision, peer-review or mentoring of our practice (for example, debriefing workshops, reflecting on one's facilitation of poetic narratives) to maintain quality and ethical standards.
- Following UCA's model: for poets they require continuing poet development hours. [UCA Code of Professional Conduct and Ethics](#)

3.4 Professional Representation

- In public materials (websites, proposals, social media) we present ourselves truthfully, respect the intellectual property of others, and avoid misrepresenting our affiliation or endorsement by clients or organisations.
- We ensure promotional materials (testimonials, case studies) are used ethically (with appropriate consent, accuracy).

3.5 Fitness to Practise

- We monitor our own wellbeing, capability, capacity and suitability for engagements. If personal issues (health, psychological, conflict) impair our ability to deliver ethically, we responsibly suspend, decline or refer work.

3.6 Maintaining the Reputation of the Profession

- AI – the use of generative LLMs to write or create pieces of poetry, narrative, or spoken word will not be acceptable unless full transparency and explicit agreement is given by the client.
- If AI has been used the Business Poet must attribute appropriately the authorship of any co-created pieces.

4. Excellent Practice

4.1 Quality of Service

- We design our poetic interventions to align with the client's stated objectives, methodology, timeframe and evaluate the process and outcomes (e.g., feedback, reflections, follow-up).
- We adapt our methods to the client's context (language, culture, sensitivity, business setting) and remain responsive.

4.2 Transparency of Process and Fees

- We clarify method, stages, deliverables, timelines, fees (including travel, materials, delivery) at the start.
- We provide clarity on cancellation policy, intellectual property rights (who owns the poetic outputs, whether they may be used publicly, how attribution works).

4.3 Evaluation, Feedback and Accountability

- We invite feedback from clients and participants about the experience, learn from it, and where warranted adjust our practice.
- We maintain documentation (e.g., brief description of engagement, issues raised, resolutions) consistent with confidentiality and data-protection obligations.

4.4 Contribution to the Field

- We contribute to the broader field of business poetry/narrative by sharing insights (with respect to confidentiality), participating in peer communities, promoting ethical standards and raising the reputation of the practice.

5. Responsibilities to the Profession & Society

5.1 Raising Standards and Ethics

- As practitioners of business poetry, we commit to upholding the dignity, credibility and integrity of the profession.
- We report or address observed unethical practice in our field (colleagues, suppliers, associated facilitators) in a respectful manner, supporting ethical culture.

5.2 Respect for Intellectual Property and Collaboration

- We honour the intellectual property (poems, narrative work, frameworks) of others, obtain necessary permissions, attribute where appropriate, and do not knowingly infringe copyrights.
- In collaborations, we clearly articulate roles, rights, revenue sharing, and publication expectations.

5.3 Social Impact and Responsibility

- We are conscious of the societal, cultural and organisational impact of our work. We ensure our interventions do no harm, reinforce respectful dialogue, and value the humanity of participants.
- We recognise that business poetry may influence culture, identity and language: we apply our craft with social awareness and responsibility.

5.4 Accessibility and Inclusion

- We welcome diverse voices in our field and support making business poetic practice accessible (to various organisational sizes, sectors, and communities) without compromising ethical or professional standards.

6. Breaches, Complaints and Review

- If a client, participant or colleague feels this Code has been breached, we commit to fair, transparent and timely processes: listening to the concern, investigating proportionately, offering remedies or referral to peer-review.
- The complaints procedure is the UCA Complaints procedure.
- We commit to reviewing this Code periodically (e.g., annually) to reflect evolving practice, cultural shifts, legal requirements, and client expectations.