

# The Achology Code of Ethics Handbook 2025



 achology

 SOMAP  
The Society of Modern  
Applied Psychology

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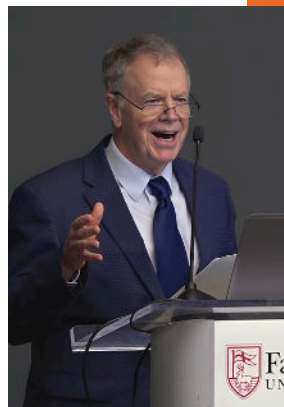
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# Ethical Standards and Virtues in Context

Virtue ethics is one of the most prominent ethical philosophies today. With a history spanning centuries, its emphasis is on cultivating excellent human qualities rather than strictly following rules, codes of conduct, or political correctness. This approach values the pursuit of personal growth and moral character—prioritizing the aspiration to "be better" over merely "doing the right thing."

At the core of Greek philosophy lies the concept of living a life aligned with one's moral values. Virtue ethics originated with Socrates and was further developed by Plato, Aristotle, and later by Stoic thinkers. This philosophical approach emphasizes the pursuit of understanding, empowering individuals to choose whether to dedicate their lives to virtue or to succumb to vice.



"Being virtuous is more than having a particular habit of acting, e.g. integrity. Rather, it means embodying a fundamental set of related virtues that enable a person to live, act and conduct themselves morally well."

- James F Keenan, *Proposing Cardinal Virtues*, 1995.

According to Aristotle and the classical philosophical tradition, morality is rooted in strong character traits. Engaging in virtuous practices cultivates the ability to make wise choices when faced with ethical dilemmas, as individuals are shaped over time by their habits, which include honesty, generosity, and other virtues.

Virtue represents moral excellence, characterized by personal qualities that are considered morally good and serve as a foundation for ethical conduct. In essence, virtue manifests as behavior that reflects morality—doing what is right and avoiding what is wrong. As C.S. Lewis aptly stated, "Integrity is doing the right thing, even when no one is looking."





“Integrity”, said author C.S. Lewis, “is doing the right thing, even when no one is looking.”

Integrity stands as a core moral virtue that underpins good character and serves as the cornerstone of our values. At Achology, we hold a strong belief that integrity should be a guiding principle for everyone in our peer-learning community, including students and staff. We expect all individuals to uphold this standard at all times.

A person of true integrity aligns their life with a set of commendable principles, such as honesty, fairness, decency, transparency, generosity, responsibility, sincerity, and friendliness. These values not only reflect a strong moral compass but also foster a positive and enriching environment for all.

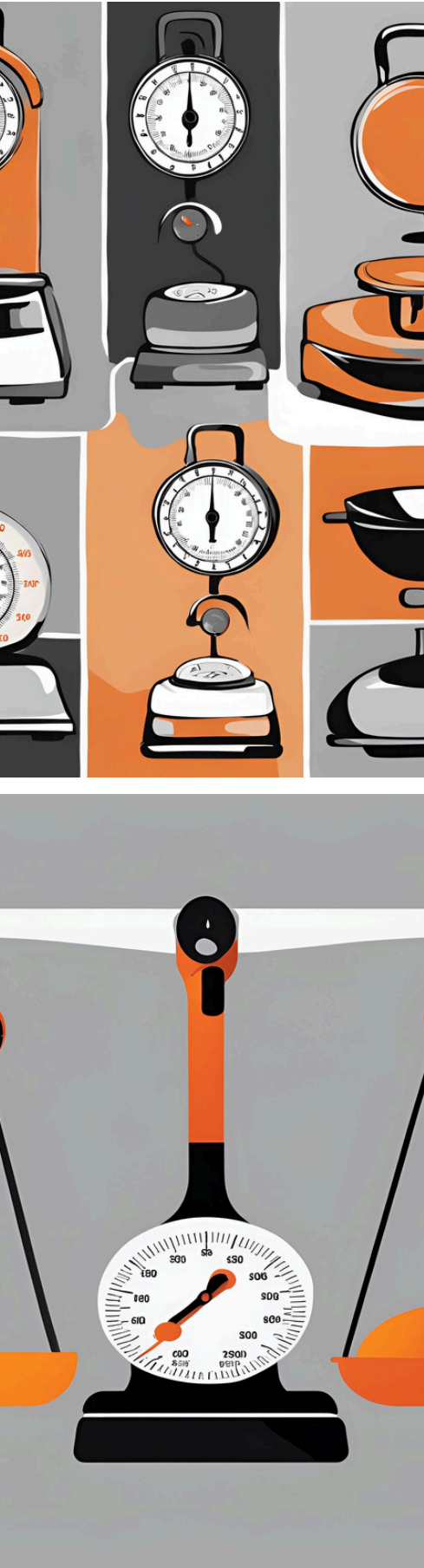
We warmly invite all of our members, students, staff, associates and partners of Achology to reflect upon new and innovative ways to embody and live out this code of ethics. This Ethical Framework for Achologists & Practitioners of Modern Applied Psychology (Code of Ethics) also serves as a reference point for making key decisions in professional, relational, financial, and socially-driven aspects of life.

Participating in the Achology Code of Ethics training transcends merely "ticking a box" or attending a mandatory event. Instead, it offers an opportunity for an integrity health check, encouraging each of us to reflect on our values and the impact of our choices.

By engaging in this training, we strengthen our commitment to integrity and contribute to a community that values ethical behavior.

Access the [Achology Code of Ethics training videos HERE](#)





# Purpose of this Code of Ethics Document

The Ethical Framework for Practitioners of Applied Psychology outlines the essential ethical principles, values, and standards of good practice that members of Achology are committed to adhering to these principles and values, understanding that failure to meet these obligations could jeopardise their membership or registration.

This Ethical Framework for Practitioners of Applied Psychology (EFPAP) serves as the primary reference for members, students, and staff and graduates making decisions regarding their own conduct.

The practice of applied psychology can be enhanced by following ethical standards that are rooted in sensible human values and a mature code of professional conduct. Such adherence helps to minimize confusion among practitioners and fosters a more cohesive professional environment conducive of collaboration and growth.

This document establishes the core values and principles that guide the general conduct of applied psychology practitioners. These guidelines inform work practices, professional decision-making, and interactions—both within the Academy of Modern Applied Psychology and in the broader community. By embracing these ethical standards, practitioners can contribute to a more effective and respected practice in the field of applied psychology.

? What is meant by adhering to sound ethical practice?



# Understanding and Using the Framework

At Achology, our commitment to excellence is underpinned by a robust code of ethical standards. The Ethical Framework for Achologists & Practitioners of Modern Applied Psychology serves as a moral compass, guiding our members, staff, and students in their professional and personal conduct.

This framework is not just a set of strict guidelines to be followed, but a living document that enhances your practice, fosters trust, and ensures integrity in all your professional interactions. Here are three central ways to use and reference this code of ethical standards:

## 1. Guiding Professional Practice

The Ethical Framework provides a clear set of principles that inform everyday professional decisions and interactions. Whether you are engaging with clients, colleagues, or the wider community, the framework helps ensure that your conduct aligns with the highest ethical standards. By regularly referencing these guidelines, you can navigate complex situations with confidence, knowing that your actions reflect a commitment to moral excellence.

- **Example Application:** Incorporate the framework into your initial client consultations by discussing its principles openly. This establishes a foundation of trust and sets clear expectations for the therapeutic relationship.

## 2. Supporting Ethical Decision-Making

Ethical dilemmas are an inevitable part of any professional journey. The Ethical Framework serves as a pivotal resource in these moments, offering clear pathways that will enable you to resolve conflicts and make informed decisions. By integrating the framework into your decision-making process, you can address ethical challenges thoughtfully and consistently, ensuring that your choices uphold the values of integrity, respect, and responsibility.



# Understanding and Using the Framework

- **Example Application:** When faced with a challenging ethical decision, refer to the relevant sections of the framework to evaluate your potential options. This structured approach is designed to help you consider all aspects of the situation and choose a course of action that aligns with ethical best practices.

## 3. Enhancing Personal Development and Reflection

The Ethical Framework is not only a tool for professional practice but also a guide for your own personal growth and development. By reflecting on some of the principles herein, you can begin to cultivate greater self-awareness and foster continuous improvement in both your personal and professional endeavors. Regularly revisiting the framework encourages a deeper understanding of ethical conduct and its impact on your relationships and responsibilities.

- **Example Application:** Use the framework as a basis for reflective practice sessions (such as VALTS, PALS and CIPS). Consider how its principles have influenced your recent interactions and decisions, and identify areas for further development.

The Ethical Framework for Achologists & Practitioners of Modern Applied Psychology is more than just a code of conduct – it is a documented standard of moral excellence that can equip you to fulfill your roles with integrity and distinction. By actively engaging with and embodying this framework, Achology members, staff, associates and students can ensure that their actions consistently reflect our shared commitment to moral excellence, integrity and ethical practice.

For more information on integrating the Ethical Framework into your work, or, just into your everyday interactions, please reach out to our Achology Eldership team and look out for new updates and releases from the Society of Modern Applied Psychology (SOMAP).

Also, look out for the next in-person Code of Ethics training event which will be published within the Achology community calendar system.





# Key Terminologies

## 01. Ethical Behaviour:

Ethical behavior is defined by honesty, fairness, and equality. It respects the dignity, diversity, and rights of individuals and groups, fostering an environment of respect and integrity in all endeavors.

## 02. Achology Practitioner:

An Achology practitioner is a member of Achology who offers skilled helping via various services, including coaching, mentoring, consulting, instructing, or counseling. An Achology practitioner may also host and conduct workshops and training events, either online or in-person.

## 03. Skilled Helping:

Skilled helping refers to the application of psychology in real-world contexts. It encompasses a range of practices informed by coaching, mentoring, cognitive-psychology, neuro-linguistic programming, mindfulness and counseling. These approaches are grounded in timeless principles, aiming to enhance personal growth and well-being.

## 04. Client:

A client is defined as anyone who receives coaching, counseling, mentoring or any form of professional service from a practicing member of Achology. To ensure all clients benefit from services in accordance with this Ethical Framework, all practitioner should tailor their level of service to meet the unique needs of each individual.

## 05. Standards:

Standards refer to the guidelines that are viewed acceptable within an industry. With regard to ethical behavior, standards offer a framework for practitioners to ensure they are upholding the values of the field and promote the well-being of others. The purpose of set standards is to uphold the reputation and integrity of Achology as a whole.

## 06. Values:

Values are the motivations that guide behavior. Achology students, staff, and members are urges to embody integrity, competence, authenticity, and kindness. Achology's management will carefully assess these values to navigate ethical decision-making effectively.



# Essential Ethics and Encouraged Values

Achology is guided by a robust ethical framework rooted in values, principles, and virtuous characteristics. These ethics shape the conduct of applied psychologists, influencing how they interact with clients and uphold their professional integrity.

At the heart of our mission is a commitment to transforming the world, one person at a time. We believe that teaching essential life lessons, psychological principles, and philosophical knowledge can empower individuals to create meaningful change in their lives and communities.

**Our priorities reflect this vision:**

- We are dedicated to making knowledge accessible to everyone, regardless of age or nationality, ensuring that all individuals have the opportunity to acquire skills and wisdom in applied psychology.
- By imparting practical life wisdom, we aim to enrich the lives of families, organizations, and communities around the globe. Our focus is on fostering environments where individuals can thrive.

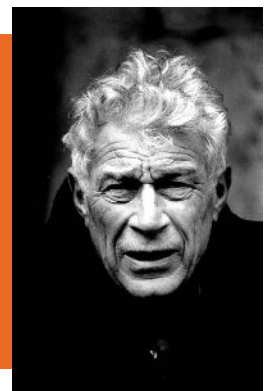
Through our teachings, we inspire self-awareness, personal growth, and social responsibility. Our Achology members gain insights into timeless principles that promote maturity and resilience in their lives.

With a commitment to affordability, the Academy of Modern Applied Psychology provides accessible training in applied psychology worldwide. We invite you to join us in this journey of exploration, learning, and transformation. Together, we can create a brighter future for individuals and communities everywhere.



"Without ethics, mankind has no future. This is to say, mankind without sound ethics cannot be itself. Ethics determine choices and actions and suggest difficult priorities."

- John Berger





# Essential Ethics and Encouraged Values

At Achology, our values serve as the principles that shape our commitments when we set goals or make decisions.

By upholding these values, we aim to create an empowering environment where all beneficiaries of our ecosystem can grow and make their own impact in the world. We believe in:

- Upholding human rights, individuality, and dignity for all, recognizing the inherent worth of every person.
- Actively supporting individuals in alleviating personal suffering and distress, fostering a compassionate environment.
- Promoting the wellbeing, personal growth, and capabilities of individuals, empowering them to reach their full potential.
- Enhancing the quality of relationships among people, cultivating connections built on trust and understanding.
- Strengthening personal resilience and effectiveness, equipping people with the tools to navigate life's challenges successfully.
- Encouraging our beneficiaries to embody and exemplify virtuous and ethical characteristics in all their interactions.
- Maintaining the confidentiality of our beneficiaries private information, prioritizing their safety and wellness above all else.
- Upholding the integrity of the practitioner-client relationship in modern applied psychology, ensuring mutual respect and trust.
- Enhancing the usability of abstract knowledge in applied psychology and its practical applications in various settings.
- Ensuring equitable and affordable access to training in applied psychology and services, promoting inclusivity and diversity.

Through these values, we strive to create a nurturing environment that fosters growth, understanding, and ethical practice, ultimately contributing to a more principled and resilient society.

We encourage all Achology members to embody these values.



"Values are the compass that guides our actions and decisions. When individuals and organizations commit to a set of core values, they create a strong foundation for ethical conduct and meaningful relationships. Living by these principles not only fosters integrity but also inspires others to follow suit."



**- Carl Rogers, Pioneer of  
Person Centred Counselling**

# Embodying Standards of Moral Excellence

Articulating our values as principles brings clarity and makes them actionable. A well-defined set of principles sharpens our focus on the ethical responsibilities you might embody.

## 01. Personal Integrity:

Integrity means recognizing, embracing, and consistently living by core principles such as honesty, fairness, and decency. Individuals with integrity demonstrate strong character, remaining untainted by corruption and hypocrisy.

## 02. Personal Autonomy:

Autonomy is rooted in the capacity to remain true to oneself, to live according to personal principles and objectives, free from external manipulation or distortion. This empowers individuals to act independently and authentically.

## 03. Unconditional Inclusion:

Unconditional inclusion is one of life's most valued experiences. This principle emphasizes accepting every individual's full contributions, regardless of dogmatic, cultural, or physical differences.

## 04. Altruism:

Altruism prioritizes serving the needs of others over personal interests. It is often regarded as the cornerstone of morality. Empathy plays a crucial role in fostering altruistic behavior, which shapes our moral judgments and actions.

## 05. Moral Imagination:

Moral imagination is the ability to envision multiple options in any situation to resolve ethical dilemmas. This principle requires not only good character but also empathy and an acute awareness of what constitutes moral behavior, enabling ethical action.

"It's never difficult to make ethically wise decisions once a person understands their values and what their priorities are."

- Roy E. Disney





# Embodying Standards of Moral Excellence

## 06. Growth Mindset:

A growth mindset is essential for human development. Those with a growth mindset understand that skills can be learned and that failures offer learning opportunities. They embrace challenges, respond constructively to criticism, and see their efforts as pathways to growth, regardless of the outcome.

## 07. Social Contribution:

Building a peaceful and connected society requires active contributions from everyone. When individuals prioritize giving over taking within families, neighborhoods, and communities, they lay the groundwork for meaningful reform and collective growth.

## 08. Personal Responsibility:

Responsible individuals are empowered and often serve as role models whose influence extends beyond their immediate surroundings. Their actions impact the global society, encouraging others to rise to their potential.

## 09. Maturity in Character:

Achieving maturity in character involves self-awareness, social awareness, and the wisdom to learn from experience. Mature individuals take ownership of their lives and make thoughtful, calculated decisions, striving for moral excellence.

Note: If one (or more) of these value-based principles is strongly reflected in an ethical decision without contradicting any other, such a decision may be regarded as ethically well-founded.





# Essence of Maturity: Principles & Attitudes

Maturity is a hallmark of character, manifesting in decisions rooted in values rather than emotions or opinions. Mature individuals, whether in youth or adulthood, live by principles that guide their actions, allowing them to progress beyond merely reacting to life's everyday experiences. They embody a proactive approach to living.

## 01. A Mature Individual Keeps Long-Term Commitments:

The ability to delay gratification is one of the hallmarks of maturity. A mature individual strives to honor their commitments, even when they are not immediately inspiring or gratifying. They remain dedicated to doing what is right, regardless of circumstances.

## 02. A Mature Individual Is Indifferent to Flattery or Criticism:

Mature individuals understand that nothing is as good or as bad as it seems. They accept compliments and criticism without allowing either to distort their self-perception. This balanced perspective fosters a secure identity, unshaken by external opinions.

## 03. A Mature Individual Possesses a Spirit of Humility:

Maturity goes hand in hand with humility. Humble individuals do not focus excessively on their well-being but honor others, acknowledging their contributions to success. Humility is not a lack of self-awareness but a recognition of the value others bring, standing in stark contrast to arrogance.

## 04. A Mature Individual Makes Decisions Based on Character:

Mature people consistently make decisions based on their core values and principles, not on fleeting emotions. By being proactive, they engage fully with life, controlling their thoughts, decisions, emotions, and behaviors without seeking excuses. They actively participate in creating meaningful experiences.



How do these views resonate, or not resonate with you?

# Essence of Maturity: Principles & Attitudes

## 05. A Mature Individual Can Prioritize Self Last:

Mature individuals prioritize others in a balanced and discerning manner. Their agendas revolve around contributing to the well-being of others, transcending selfish desires. This selflessness helps eradicate immaturity and promotes collective growth.

## 06. A Mature Individual Seeks Wisdom Before Acting:

Maturity embodies a teachable spirit. Mature individuals do not presume to have all the answers; instead, they actively seek wisdom, which grows through continuous learning. They value counsel from those they recognize as wise, understanding that wisdom is a journey, not a destination.

## 07. A Mature Individual Consistently Expresses Gratitude

Maturity goes hand in hand with humility. Humble individuals do not focus excessively on their well-being but honor others, acknowledging their contributions to success. Humility is not a lack of self-awareness but a recognition of the value others bring, standing in stark contrast to arrogance.

Embodying these standards leads to a life of moral excellence. By integrating these principles into their daily actions and decisions, individuals contribute positively to their communities and inspire others to do the same. Maturity is not merely an age-related trait but a conscious choice to live with integrity, humility, and wisdom.

Note: Sometimes, an Achology practitioner may encounter situations where they can't follow all the principles perfectly. In these cases, they need to prioritize which principles matter most.





Write down ideas you would like to discuss during the next Achology Code of Ethics training discussion.

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# For Achologists Who Serve the Public

Clients should feel free to collaborate with an Achologist to achieve their goals and objectives. For this to happen, clients must be comfortable with how their information is handled. As experienced members of Achology, trustworthiness is a key ethical commitment.

## Ethical Commitments of Applied Psychology Practitioners

### 01. Always Put the Client's Needs First:

Achology Practitioners agree to prioritize their clients' needs over their own personal interests. They recognize that, historically, some practitioners have prioritized profit over the well-being and progress of their clients, a practice deemed unacceptable.

### 02. Work to the Best of One's Ability:

Practitioners acknowledge that while no one is perfect, everyone has the capacity to perform to the best of their ability at all times. This includes engaging in continuous professional development (CPD) and working within their competencies.

### 03. Work Within One's Competencies and Skills:

A seasoned practitioner know that all clients have unique life experiences, some of which may be beyond the practitioner's comprehension. In such cases, practitioners will be transparent about their competence in relation to the client's specific context.

### 04. Maintain Healthy and Honoring Relationships:

Achology practitioners of Applied Psychology understand the importance of fostering healthy, collaborative relationships with clients. In all interactions, practitioners strive to maintain unconditional positive regard, authenticity, and empathy.

### 05. Maintain Confidentiality, Privacy, and Trust:

Achology practitioners of Applied Psychology recognize the critical need for trust-based relationships. Respecting a client's privacy involves safeguarding their personal information. Practitioners should not disclose any personal details about a client unless the client has given explicit consent or it is absolutely necessary.

# Essential Personal and Moral Qualities

Moral qualities represent the standards that enable individuals to distinguish between right and wrong. These qualities—honesty, integrity, kindness, fairness, respect, responsibility, and empathy—form the foundation of ethical behavior and thoughtful decision-making. They guide how one navigates complex moral landscapes and interact with others in a meaningful, respectful manner.

In the realm of Achology, the embodiment of strong moral qualities is paramount. Trust stands as the cornerstone of all professional relationships. Demonstrating honesty and integrity fosters an environment where open communication and respect can thrive.

Ethical practice, guided by these virtues, ensures decisions are made with the highest regard for moral standards, maintaining the sanctity of confidential information and avoiding any form of conflict of interest.

Respect and empathy are crucial in honoring the intrinsic worth of every individual encountered. These qualities foster a supportive environment, free from judgment, where genuine understanding and appreciation are paramount. Fairness and justice drive equitable actions and decisions, ensuring impartiality and the absence of bias.

Responsibility underscores the importance of being accountable for one's actions and decisions. It involves a commitment to continuous professional growth and a humble recognition of the boundaries of one's expertise. By embodying responsibility, one not only enhances personal integrity but also contributes to the collective advancement of the field.

Living by moral qualities impacts the effectiveness of professional endeavors. When these principles are woven into the fabric of daily practice, they lead to more impactful and meaningful outcomes. Moreover, displaying these traits sets a positive example for others, reinforcing the significance of ethical behavior in all facets of life.

In essence, moral qualities are indispensable to Skilled helping and the practice of applied psychology. They provide a guiding compass for ethical decision-making and foster environments built on trust, respect, and integrity. By upholding these principles, Achologists elevate their professional standing and contribute to the betterment of society via their commitment to ethical excellence.



# Key Character Traits of an Achologist

## 01. Alertness

Maintaining a keen awareness of surroundings and circumstances allows practitioners to respond to experiences with wisdom, maturity, and appropriateness. This trait ensures that practitioners are fully present and capable of making informed decisions.

## 02. Attentiveness

Focusing completely on the person or task at hand exemplifies attentiveness. This quality fosters deep listening and engagement, ensuring that every interaction receives the attention it deserves.

## 03. Availability

Demonstrating a willingness to adjust schedules as needed reflects true availability. This flexibility is vital for adapting to unforeseen challenges and ensuring that pressing needs are met promptly.

## 04. Cautiousness

Exercising careful consideration to ensure sensible decisions underscores cautiousness. This trait involves evaluating potential risks, thus safeguarding against hasty or ill-considered actions.

## 05. Compassion

Offering valuable and unconditional assistance to others embodies compassion. It involves recognizing and alleviating the suffering of others, fostering a supportive and empathetic environment.

## 06. Cooperation

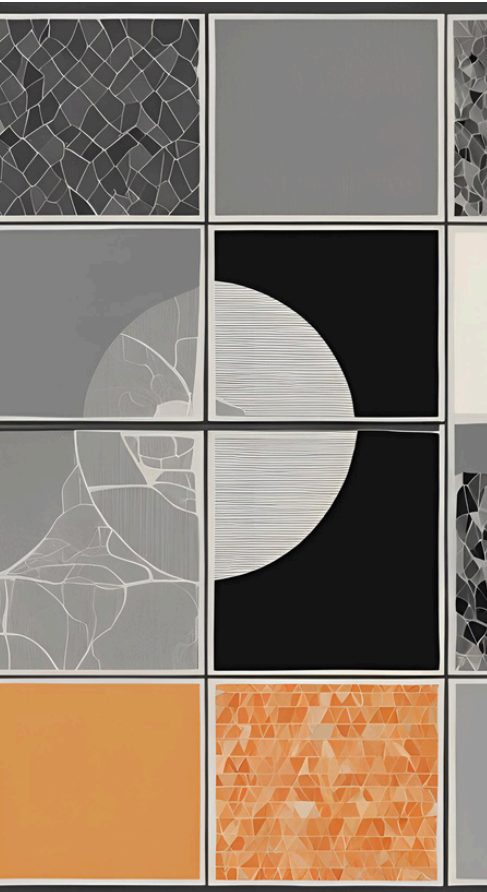
Understanding others to work effectively together highlights the essence of cooperation. This quality promotes teamwork, mutual respect, and collaborative problem-solving.

## 07. Courage

Exhibiting the fortitude to say and do what is morally correct, even in the face of fear, defines courage. This trait encourages ethical behavior and integrity, regardless of external pressures.

## 08. Diligence

Staying focused and committed to the activity at hand exemplifies diligence. This trait involves persistent effort and attention to detail, ensuring thorough and high-quality outcomes.





# Essential Personal and Moral Qualities

## 09. Discipline

Adopting positive behaviors that lead to goal achievement defines discipline. This quality encompasses self-control, consistency, and the pursuit of excellence in all endeavors.

## 10. Empathy

The ability to understand the feelings of another's perspective is the cornerstone of empathy. This trait fosters deep connections and enhances the capacity for effective support and guidance.

## 11. Enthusiasm

Expressing authentic interest and passion in an ethical manner underscores enthusiasm. This quality energizes interactions and initiatives, inspiring others and driving positive outcomes.

## 12. Flexibility

Being adaptable to change while maintaining a positive attitude shows flexibility. This trait allows practitioners to navigate shifting circumstances with optimism, ensuring continued effectiveness.

## 13. Generosity

Freely sharing one's own resources without expecting anything in return exemplifies generosity. This trait fosters a culture of giving and mutual support, enriching the community.

## 14. Honesty

Being completely truthful, transparent, real, and authentic in all communication highlights honesty. This quality is fundamental in building trust and establishing truth-oriented relationships.

## 15. Humility

Recognizing and owning one's strengths and weaknesses defines humility. This trait involves a balanced self-awareness that encourages personal growth and respectful interactions.





# Essential Personal and Moral Qualities

## 16. Initiative

Taking action when necessary without prompting exemplifies initiative. This quality drives proactive behavior and innovation, ensuring that opportunities are seized and challenges are addressed promptly.

## 17. Integrity

Being moral, ethical, and truthful in dealings with others underscores integrity. This trait ensures that all actions and decisions are guided by strong ethical principles.

## 18. Orderliness

Organizing thoughts and resources for greater achievement highlights orderliness. This quality promotes efficiency, clarity, and the successful attainment of goals.

## 19. Patience

Taking the time necessary to work through difficult situations underscores patience. This trait involves perseverance and calmness, even in challenging circumstances.

## 20. Positivity

Sustaining a good attitude, even when faced with hardship or delay, exemplifies positivity. This trait encourages resilience and a forward-looking mindset, fostering a supportive and encouraging environment.

## 21. Resilience

The capacity to work with others' demands, requests, or concerns without being personally breached or negatively diminished defines resilience. This quality ensures sustained effectiveness and well-being, even under pressure.

## 22. Wisdom

Exercising appropriate respect for others and sound judgment in all circumstances defines wisdom. This trait involves thoughtful decision-making and a deep understanding of human dynamics.





# Moral and Ethical Qualities for Thought

Achology members and practitioners of applied psychology will inevitably encounter situations requiring responses to unexpected issues, resolution of dilemmas, and innovative solutions. The ability to comprehend and apply the ethical principles at the heart of our work is an invaluable resource that aids in making crucial decisions.

Employing a morally grounded problem-solving approach and engaging in ethical discussions are essential for fostering a culture of sound and ethical practice. This culture should be cultivated:

- a) within the Achology community,
- b) during interactions with others, and
- c) throughout society at large.

Applied psychology practitioners stand to benefit significantly from adhering to the Ethical Framework, as it provides education on various ethical considerations and offers alternative approaches to ethics that can enhance their professional practice.

Understanding these ethical factors equips practitioners with the knowledge to navigate complex scenarios responsibly. Regardless of the ethical guidelines followed, making professional decisions in unpredictable circumstances will always present challenges.

By accepting this statement of ethics and its recommendations, members of Achology (and its associated partner or affiliate organizations) are committing themselves to striving to be ethical, even when doing so requires making difficult decisions.



Note: Sometimes, an Achology practitioner may encounter situations where they can't follow all the principles perfectly. In these cases, they need to prioritize which principles matter most.



Write down ideas you would like to discuss during the next Achology Code of Ethics training discussion.

A large, empty rectangular area with a light beige background, intended for writing down ideas for discussion during the next Achology Code of Ethics training session.

# Statement of General Conduct and Practice

As members of Achology (and its partner organizations) we are committed to sustaining, promoting and advancing good practice.

Taking a deeper look at ethics and commitment to clients, this section of the ethical framework is intended to take a look at the implications for good practice more closely.

It sets out what can be expected of all members of Achology as practitioners providing skilled helping services, particularly coaching, consulting, counselling and/or mentoring.

Members of the Achology (and its partners) will fulfil all the commitments within the Ethical Framework when working with members of the public as their clients or partners or colleagues.

# Statement of Conduct: Member Acknowledgement

As members of the Academy of Modern Applied Psychology, we are dedicated to upholding the principles outlined in this Ethical Framework. We acknowledge that our membership is at risk if we fail to adhere to these high moral and ethical standards.

All of our responsibilities are categorized as either full or qualified obligations. When this ethical framework asserts, "we will..." or "we must...", we are fully committed to upholding the principles of sound and ethical practice.

We will be fully accountable and prepared to explain how we have fulfilled our obligations to anyone genuinely interested in our work. During our sessions with clients, we will prioritize their well-being as the primary focus of our attention.

In navigating complex interactions and challenging relational dynamics, we commit to acting with integrity, sincerity, transparency, and wisdom to the best of our abilities. Occasionally, it may be necessary to involve relevant third parties in accordance with laws that necessitate overriding a client's requests or breaching confidentiality. We will consistently approach these situations with careful consideration and deliberation.

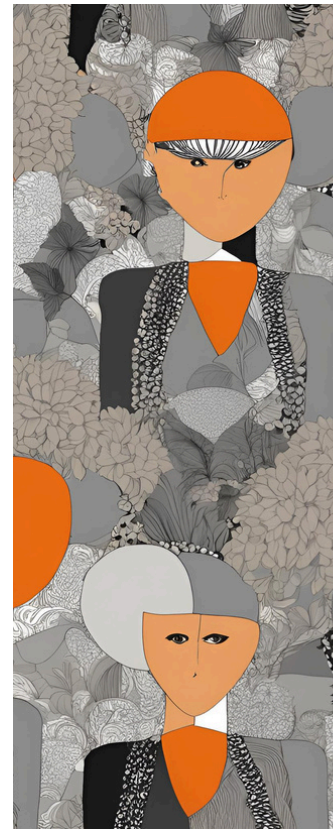
In extraordinary situations, we may need to set aside our commitment to client confidentiality if doing so is essential to protecting them from significant harm.

Our actions will always aim to empower those we work with: a) to assume greater responsibility for their own lives, b) to develop maturity, consistency, and strength, and c) to make informed decisions about how they allocate their resources.

As professional modern applied psychologists, we collectively bear the responsibility for ensuring the safety, well-being, and protection of all clients against exploitation and unethical or unsafe practices. Practitioners are committed to avoiding any intentional harm to individuals.

We must be certified and sufficiently skilled to provide the services we offer. When meeting ethical standards necessitates consulting experts or obtaining second opinions, we will do so in a manner that upholds our commitments to confidentiality and data protection.

Fostering and strengthening the trust in our professional relationships is one of our highest priorities. When offering modern applied psychology services to the public, we ensure that we have comprehensive insurance coverage in place.



# Statement of Conduct: Member Acknowledgement

To consistently enhance our skills and knowledge, we will:

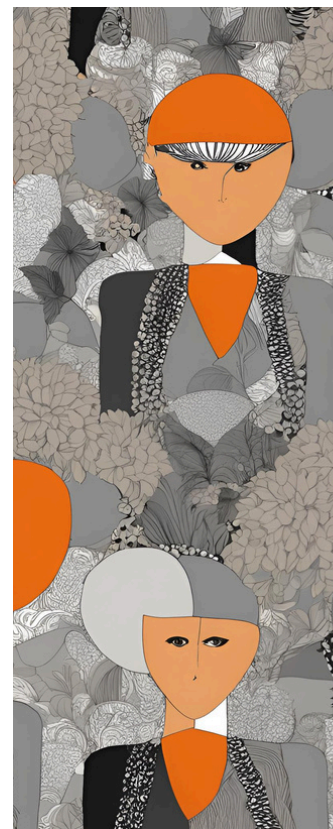
- 1) Regularly refer to existing, updated and new training materials.
- 2) Consult with fellow members of the Academy of Modern Applied Psychology.
- 3) Participate in virtual Achologist-led training sessions and workshops.
- 4) Co-host virtual Achologist-led training sessions and workshops.
- 5) Host virtual Achologist-led training sessions and workshops.
- 6) Upgrade knowledge by reading and studying relevant materials.
- 7) Engage in pro-bono practitioner sessions with new fellow members.
- 8) Attend workshops, conferences and professional events.

Regardless of whether we collaborate online, in person, or through any other method, we are committed to upholding the ethical principles and values outlined in this Ethical Framework. While the technical and practical knowledge required for service delivery may differ based on the mode of interaction, all services will be executed in accordance with established professional standards.

As students, members, and faculty of the Achology community and the Academy of Modern Applied Psychology, we pledge to conduct ourselves with respect and integrity when engaging with fellow members, community managers, and clients. We recognize the importance of fostering a supportive environment and will strive to communicate openly and constructively.

We will consistently reflect on our own behavior, perspectives, and attitudes, taking care to understand how these factors influence our interactions with others, whether they are fellow members or clients.

By committing to this self-examination, we aim to create a positive and respectful community that values collaboration and mutual growth.



# Statement of Conduct: Member Acknowledgement

As Achology members, we recognize the importance of maintaining a high standard of mature and ethical practice. To foster a growth-oriented environment, we make a set of commitment. These commitments reflect our desire to contribute to the collective integrity of the Achology network.

Below is a list outlining the commitments we agree to as part of our membership.

Achologists cooperate with other people to achieve positive objectives.

Achologists deliver timely feedback to people that is objective & evidence-based.

Achologists consider other people's viewpoints to always reach mutual agreement.

Achologists provide support to help academy members reach their learning goals.

Achologists work collaboratively to establish complimentary working relationships.

Achologists exercise self-awareness and reflect on how they affect others.

When interacting with others, Achologists are honest, integral & congruent.

Achologists are devoted to the process of lifelong learning and developing.

Achologists prioritise aiding people toward learning skills and competencies.

Achologists assume that all human beings are capable of personal growth.

Achologists are willing to share knowledge and best practices with others.

Achologists are respectful to all people, regardless of their imperfections.

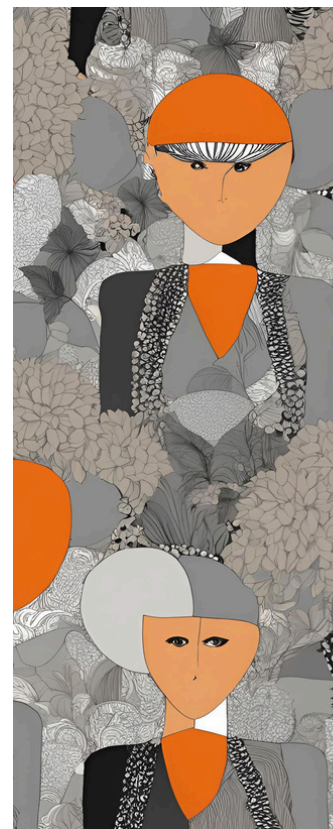
Achologists respect people's right to be autonomous and make decisions.

Achologists respect clients' confidential within the remit of what is healthy.

Achologists act appropriately when dealing with challenging behavior.

Achologists respect people's individuality and accept them as they are.

Achologists form collaborative partnerships with individuals and organisations to promote positive wellbeing, increased capability and performance.





# Building Honouring Relationships

Healthy relationships are characterized by respect, trust, communication, understanding, and honesty. Relationships should be a valuable experience. Each individual deserves to be respected and honoured in their relationships, and this is especially true when starting a client/practitioner relationship.

The success an Achologist achieves in building collaborative client relationships is influenced by a number of factors. Maintaining a healthy professional boundaries requires a sense of maturity, professionalism, and a desire to work in a positive ethical manner.

Achology members and applied Psychology practitioners are devoted to integrating the following five factors into their collaborative working and client professional relationships.

## 01. Mutual Respect

Trying to sustain a relationship without mutual respect is like trying to build a house without cement between the bricks. Respect is what generates trust, and trust is the cement that secures relationships.

## 02. Positive Communication

All people are communicating all of the time, even when words are not being spoken. Applied Psychology practitioners are trained to communicate positively and speak into the opportunities people have to grow and improve as human beings, instead of focusing on and dissecting people's inadequacies, imperfections and failings.

## 03. Trust

Trust is undeniably the most important factor of any relationship. Without a foundation of trust between two people, a relationship will be unsteady at best. Trust grows, over time as a person is able to identify the consistency, maturity, integrity and sincerity in another.

## 04. Welcome Diversity

Borders continue to disappear as technology advances. New geographies, cultures, and religions are some of the diversities we see in today's digital world. Achologists will be inclusive, respectful, and embody an unconditional positive regard for diversity through respecting that all human beings are different.





# Building Honouring Relationships

## 05. Mindful Self-Awareness

People differ in their personalities and decision-making styles. The best way to understand people is to accept them unconditionally, which often requires self-awareness. The more you are present with a client, the easier it is to understand why they act the way that they do. Mindfulness helps you to view the people whom you collaborate with holistically and reduces the chance of you acting in an inappropriate way when you are in their company.

## 06. Build a Culture of Honour

Honor people when they don't deserve it and despite their faults, failings and inadequacies. For many people, this is a tough standard to live by because, just in our human nature, we respect someone if they first respect us, but if they don't respect us, we don't respect them. This is like keeping a score sheet in our relationships

Achology Practitioners have a unique opportunity to become inspiring role models across various spheres of life, including their families, businesses, organizations, and communities.

By seeking out and highlighting the strengths and potential in others, practitioners foster a culture of positivity and growth. Embracing these principles empowers Achologists to uplift those around them and helps sustain a network of strong relationships.

This commitment to personal and collective development creates an environment where everyone can thrive, leading to lasting impact and meaningful connections.



# Cultivating Healthy Cultures that Honour & Build People Up

Those who learn to see others for their potential rather than their past foster a culture of honor.

The concept of honor posits that acknowledging everyone's potential for growth empowers an Achologist to effectively encourage and support individuals as they enhance their value within organizations, families, and communities.

Achologists foster cultures of honor by recognizing individuals for their growth potential rather than the labels, aliases, or diagnoses assigned by others. They treat people with the same respect they wish to receive, seeing them as whole individuals rather than customers or broken beings in need of 'fixing.'

Life and personal growth flows naturally within a culture honor.



# Standards for Trainee Achologists

Trainees enrolled in practitioner qualification courses will inform clients (or ensure their clients are informed) of their status as trainees. After completing CPD or further training post-qualification, trainees should rely on their professional judgment and ethical responsibilities when deciding whether or not to tell clients that they are still in training.

**All trainees within the Academy of Applied Psychology will:**

- Obtain permission before using any information regarding a client's work for educational purposes, such as presentations or case studies. Client identities will be thoroughly anonymized to ensure they cannot be identified by any reasonable means. If anonymity cannot be guaranteed, obtaining appropriate consent is mandatory.
- Provide services to the public that adhere to the professional, moral, and ethical standards outlined in this code of ethics.
- Collaborate with senior applied psychology practitioners and other professional advisors to deliver high-quality services to clients, ensuring that all work is conducted with reasonable care and skill.
- Be mindful of any potential conflicts between contractual obligations that may affect client work, such as agreements with other clients or training providers. Always seek appropriate guidance to ensure that all contractual requirements are effective and compatible.
- Talk honestly with trusted members of the learning community about their training, client work, and overall ethical practices.



# Self-Care & Personal Development

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# Self-Care & Personal Development

During a flight, attendants instruct passengers to secure their own oxygen masks before assisting others in the event of an emergency. Why is this rule so essential for survival? Without oxygen, you cannot effectively help anyone else. If you lose consciousness, you become unable to assist others in need.

This metaphor is especially relevant for individuals who dedicate much of their time to supporting others, such as parents, guardians, psychologists, coaches, mentors, and teachers. Caring for others can often take a toll on the caregiver, leading to feelings of burnout, stress, fatigue, diminished mental capacity, anxiety, frustration, and even severe consequences without adequate self-care.

If practitioners of applied psychology neglect their own well-being, how can they offer balanced and sustainable support to their clients? The answer is, that it would be very difficult to do so.

'Being present' demands focused energy, and if we're not attuned to our physical or mental need, achieving this state grows unlikely.

- But how do we practice self-care as Achologists?
- What makes this so important for our clients and for us?

To ensure that the everyday practice of applied psychology and its related disciplines remain healthy and ethically robust, we bear a fundamental responsibility to operate at our highest potential—not just during client sessions but in all areas of our lives.

In this context, several important issues warrant our attention.



# Self-Care & Personal Development

- Focus, Openness, and Energy are three essential prerequisites for an effective client session, which will have an impact on the client. It is the duty of an applied psychologist to make sure they are in a proper state of mind so that they can offer these things.
- Practicing applied psychologists should pay attention to their physical wellbeing, including managing stress levels, which have an impact on their focus and energy.
- A practicing applied psychologist should consider what time of day they are most productive. Even if sessions cannot always be scheduled according to one's natural biorhythms, every attempt should be made to make sure the vast majority happen at a time of day that is most convenient for both parties.
- It is also important to consider the amount of time that is allotted for reflection between sessions. Economic pressures may lead you to overstretch yourself, but consider that as an applied psychologist you are the product that takes pride in your work, so it is not wise to take a risk on your reputation.
- Continuous professional development must be an integral part of our self-care if we are to deliver consistently high-quality services. As applied psychologists, peer accountability provides a great opportunity for maintaining our skills, gaining reflection space, receiving feedback, and advancing as professionals.

In summary, although this list is not exhaustive, it does illustrate the many aspects of self care, as well as reminding us that self care is not only about physical or psychological well being, but also includes more practical considerations. It is important to remember that unless we take care of ourselves, we will not be able to provide the best service for the other people whom we serve.

► The Achology Ethical Framework outlines key principles for Achologists and practitioners of applied psychology, emphasizing integrity, respect, and responsibility in practice. In the following pages, a dedicated space has been created for participants of the code of ethics training to take notes and engage with the concepts presented in the accompanying hour-long video series.



# Code of Ethics Training Course:

## # 1: Introducing Moral and Ethical Excellence

 Notes & Reflections

# Code of Ethics Training Course:

## #2: The Role of an Ethically Minded Achologist

 Notes & Reflections

# Code of Ethics Training Course:

## #3: The Achologists Integrity Health Check

 Notes & Reflections

# Code of Ethics Training Course:

## #4: Frame of Reference for Ongoing Character Development

 Notes & Reflections

# Code of Ethics Training Course:

## #5: Essential Qualities for Positively Influencing People

 Notes & Reflections

# Code of Ethics Training Course:

## #6: An Ongoing Commitment to Moral and Ethical Excellence

 Notes & Reflections

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This Ethical Framework for Practitioners of Applied Psychology was first published in October 2021, by the Academy of Modern Applied Psychology, and has since been adopted and amended by The Society of Modern Applied Psychology (SOMAP), Dunnock House, 63 Dunnock Road, Dunfermline, Kingdom of Fife, Scotland. KY11 8QE.

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# The Achology Code of Ethics Handbook 2025



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