



# CDI Code of Ethics: a Guide for Employers and Partners

March 2021



# Introduction

The CDI Code of Ethics 2019 covers the professional behaviour and practice required of all CDI Members and informs the public of the ethical principles to which all CDI Members adhere. The principles are: Accessibility; Accountability; Autonomy; Competence; Confidentiality; Continuous Professional Development; Duty of Care to Clients, Colleagues, Organisations and Self; Equality; Impartiality. Transparency and Trustworthiness.

The Code of Ethics applies to CDI Members delivering career development services. Employers of CDI Members also have a role to play in ensuring all Members adhere to the Code of Ethics.

Failure to abide by the principles can result in a complaint being made against the individual Member, and could result in the CDI's Complaints and Discipline Procedure being invoked.

The purpose of this guide is to explain why employing CDI Members is important and how, with your support in enabling CDI Members to abide by the Code of Ethics, the benefits and added value they bring to your organisation can be maximized.

*Throughout this guidance the term 'employing' also covers contracting with self-employed CDI Members. The Code of Ethics covers all career development activities and services regardless of how they are delivered.*

## Why demonstrating that you employ people who are CDI Members is important and beneficial to your organisation:

**By employing CDI Members, you are recognising the skills, knowledge and ethical practice they bring to an organisation.**

This differentiates your organisation from those that do not employ CDI Members. This is important when marketing your services to your clients or when bidding for new contracts.

By employing CDI Members, you are:

**1. Ensuring your career development services are accessible and transparent:** CDI Members must promote access to their activities and services in a range of ways that are appropriate, ensure inclusion of all clients and provide these services in an open and transparent manner.

Failure to abide by the principles can result in a complaint being made against the individual Member, and could result in the CDI's Complaints and Discipline Procedure being invoked.



**3. Proving your workforce is competent and effective:** CDI Members must monitor and maintain their fitness to practise at a level that enables them to provide an effective service.

Most CDI Members hold professional qualifications in career development at graduate or post graduate level and many are also on the UK Register of Career Development Professionals. Put simply, nobody would want to receive medical, legal or financial advice from a person who was not competent. Similarly, everyone should expect that the person providing them with lifelong career development services, enabling them to make decisions about their future training, employment and working lives, would be equally competent.

**4. Evidencing that the skills and knowledge of your workforce are up to date:** The Code of Ethics demands standards of excellence in the practice of career development. It commits Members to continuing professional development (CPD) and demonstrates that employers are investing in the talent of their workforce. Through their CPD and professional networking, CDI Members can stay abreast of developments in the sector and enable organisations to benefit from this information.

**5. Providing a confidential and autonomous service to your clients:** CDI Members must respect the privacy of their clients and interviews should be conducted in an appropriately confidential environment.

Clients must be informed of the limits of confidentiality and data sharing at the start of the interaction. Disclosure of confidential information should only be made with informed consent or when required by law. CDI Members must encourage individual autonomy and always act in the client's best interests.

**6. Enabling your clients to receive impartial career development services:** Being a member of CDI requires the careers practitioner to provide careers information, advice and guidance in an impartial manner. This means that the guidance offered is based solely on the best interests of the client and does not favour or show any bias towards any particular education, training or work option. Occasionally, impartiality may be limited and, where that is the case, the limits of impartiality must be explained clearly to the client at the outset.

**7. Ensuring the removal of barriers to the personal achievement of clients resulting from prejudice, stereotyping and discrimination:** CDI Members must actively promote equality and diversity. Their understanding of the relevant legislation is supported by CDI documentation on the relevant legislation across the UK, supporting materials and diversity resources.

Being a member of CDI requires the careers practitioner to provide careers information, advice and guidance in an impartial manner.

**8. Utilising people who can work supportively both inside and outside your organisation:** CDI Members must develop and maintain professional and supportive relationships with internal and external colleagues. They must fulfil their duties to their employer, except where to do so would compromise the best interests of clients. Members must also have regard to their personal integrity, personal safety and their capacity to provide an effective service to clients.

**9. What you can do to support CDI Members who work for you**  
We are sure that you will agree that employing CDI Members who work to our Code of Ethics will be of great benefit to your organisation.

Answering the following questions can help you to think through ways of providing this support



## What you can do to support CDI Members who work for you

|                         |  | Your comments |
|-------------------------|--|---------------|
| <b>Accessibility:</b>   | <p>Do you have an organisational statement on how services and resources are made accessible to your clients?</p> <p>Are staff and clients made aware of the different means by which services can be delivered, e.g. face to face, digitally, language requirements and additional support?</p> <p>Do you provide training/access to training on the delivery of services by different means?</p>   |               |
| <b>Accountability:</b>  | <p>What processes do you have in place for quality assuring the services and resources offered by your staff?</p> <p>How will client consultation and feedback on service delivery be communicated and used to inform the future design and improvement of services delivered by your staff?</p> <p>How are staff accountable for the services they offer?</p> <p>Do you have a policy for reporting any issues?</p> <p>Do you encourage peer assessment/observation of practice?</p>  |               |
| <b>Autonomy:</b>        | <p>How do you encourage staff to ensure the individual autonomy of clients and always act in their best interests?</p> <p>How do you ensure that staff address the equality, diversity and inclusion needs of clients complying with equal opportunities legislation and best practice to support individual autonomy?</p> <p>How do you check the fitness to practise of your staff during the recruitment phase and once employed/contracted?</p>  |               |
| <b>Competence:</b>      | <p>Do you encourage your staff to join the UK Register of Career Development Professionals as proof of their qualification level, adherence to the CDI Code of Ethics and development of their skills and knowledge by undertaking and recording 25 hours of CPD per year?</p> <p>How do you check the qualifications they hold and their need for further training?</p> <p>Do you have a process in place by which staff can demonstrate their competence?</p> <p>Do your staff have access to high quality resources to support the delivery of services?</p> <p>If a member of staff requires support to maintain their fitness to practise, what processes do you have in place?</p> |               |
| <b>Confidentiality:</b> | <p>Do you have appropriately confidential environments for conducting confidential interactions, both face to face and virtually?</p> <p>Do you have a clear protocol on data sharing internally and externally?</p>   |               |

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|---|---|--|
| <p><b>Continuous Professional Development (CPD):</b></p>                  | <p>Do you recognise the importance of CPD?</p> <p>How do you help staff to determine their need for further training to develop their skills, knowledge and professional competence?</p> <p>What time, support and encouragement do you offer for Continuous Professional Development?</p> <p>How do you enable staff to share their learning from CPD with their colleagues?</p>   |  |
| <p><b>Duty of Care to Clients, Colleagues, Organisation and Self:</b></p> | <p>What measures do you have in place to support your workforce as regards their personal safety and personal well-being and how this may be affected by contractual requirements?</p> <p>What systems do you have in place to ensure strong managerial and support infrastructure for your CDI member employee?</p> <p>How is best practice recognised and shared, including celebrating client impact and progression?</p> <p>How do you encourage professional and personal networking both internal and external to your organisation for the benefit of staff and their clients?</p> |  |
| <p><b>Equality:</b></p>   | <p>What policies do you have in place to promote equality and diversity within your organisation and when working with clients?</p> <p>What provision do you have in place that takes account of diversity and equality of opportunity, raises aspirations and promotes social mobility?</p>  |  |
| <p><b>Impartiality and Transparency:</b></p>                              | <p>How do you support staff to be transparent and provide impartial information/advice/guidance which is in the best interests of clients?</p> <p>Where impartiality is limited due to contractual obligations, do you know how your staff make this clear to their clients?</p> <p>Is equal importance given to all education, training and work options?</p> <p>Do key stakeholders, including governors, if relevant, understand the rationale and importance of independent and impartial careers guidance?</p>   |  |
| <p><b>Trustworthiness:</b></p>  | <p>How do you enable staff to meet and honour their agreements and promises to clients and others?</p> <p>If the Code of Ethics is breached do you have appropriate mechanism(s) in place to challenge / address this and support the development needs of your employed CDI member?</p>  |  |

**Are your staff aware of the policies, processes and support you gave in your answers to the above questions?**

### **CDI Affiliate Organisation**

We are delighted to welcome into the CDI organisations that have an interest in promoting and supporting the work of our members. Affiliate Organisations subscribe to the CDI Code of Ethics and support our mission to optimise the profile, visibility and impact of career development. For more details please see: CDI Affiliate Organisations.

### **UK Register of Career Development Professionals**

For further information please see: <https://www.thecdi.net/Professional-Register->

### **Further Information**

This document was produced by Members of the CDI's Professional Standards Committee and the CDI Professional Development Manager. Further information can be requested by emailing the CDI Professional Development Manager, [claire.johnson@thecdi.net](mailto:claire.johnson@thecdi.net)



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