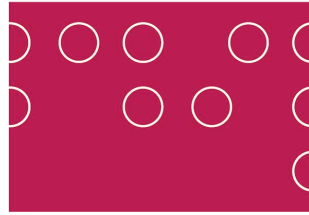


BRITISH INSTITUTE

FOR LEARNING &
DEVELOPMENT



Code of Conduct for Organisational Members of the Institute

Why we have a Code

The Code of Conduct indicates the standards of professionalism expected of a member of the British Institute for Learning and Development. It sets out, in general terms, the standards and duties, which it is reasonable to expect a member to adopt.

The adoption of this Code is an integral part of membership and provides the basis through which the Institute promotes the status of its members and their commitment to quality and good practice.

It is also part of a process by which the Institute seeks to encourage its members to adopt a more formal approach to quality assurance and continuous improvement with the overall aim that members seek onsite verification of their learning services and the achievement of the Institute's Quality Mark.

The Institute anticipates that members will have stated policies that follow these principles.

In providing learning and development services, members have a responsibility to:

- 1 give accurate details of the service, who it is for and how your organisation commits to quality and good practice for those services. The level and detail of the information you provide should be sufficient so that those with whom you deal on a professional basis can match their needs against the service that you offer. Information should be clearly stated, readily understood and easily accessible.
- 2 maintain customer satisfaction by:
 - a) having feedback mechanisms that elicit the views of your customers, clients and learners
 - b) having a formal customer complaints procedure
 - c) regularly reviewing the effectiveness of your services and implementing improvements based on this review.
- 3 uphold the reputation, the mission and values of the Institute and support this actively when the opportunity arises. In your use of the Institute's membership logo, members shall agree to the following terms:
 - a) The logo should be used only to show that the organisation is a member of The British Institute for Learning and Development, committed to the principles of the Institute's Code of Conduct
 - b) The logo should not be used in such a way that it implies accreditation of your organisation or of any course or programme that you provide
 - c) Where the logo is used on a website, it should be hyperlinked to http://www.thebild.org/about_us/code_of_conduct

Important Points

4. At the point of membership subscription renewal, the Institute reserves the right to ask that the member re-applies for their membership; providing references and copies of qualifications accordingly.
5. BILD actively encourages members to engage in professional networking via Linked In, via email, phone or through the website www.thebild.org provided this is done in a reasonable manner, with respect for others, and in accordance with the BILD Professional Networking Code of Practice. Members found to have breached the BILD Professional Networking Code of Practice, or to have colluded in a breach by passing data to third parties will be subject to disciplinary action which may result in expulsion from the Institute.