

THE PEOPLE MENTOR

Ethical, Behavioural and Commercial Standards Policy

Last updated: May 2026

1. Purpose

This policy sets out the ethical, behavioural, and commercial standards that The People Mentor is committed to upholding across all of its activities. These standards apply to Nicola Richardson as Founder, and to any colleagues, associate trainers, coaches, facilitators, or contractors who work with or on behalf of The People Mentor.

As a CPD Standards Office (CPDSO) Accredited Provider, The People Mentor is required to adhere to the CPDSO Ethical, Behavioural and Commercial (EBC) Standards. This policy demonstrates how we meet that requirement in practice.

These standards apply to all of our CPD-accredited provision, including The Manager's Academy, Catalyst Conversations, and any other accredited training, coaching, or development activity we deliver.

2. Our Three Pillars

Everything we do is underpinned by three core pillars, consistent with the CPDSO EBC Standards framework.

Equality and Fairness

We apply these standards consistently across all our work and clients. Every individual learner, client, and colleague is treated with the same level of care, respect, and professionalism, regardless of their background, role, or circumstance.

Trust and Transparency

We are open and honest in all our communications, whether with clients, individual learners, or the CPD Standards Office. We disclose relevant information clearly, minimise any potential for bias in our content, and make no claims we cannot substantiate.

Accountability and Obligation

We accept full responsibility for the quality, integrity, and compliance of our CPD-accredited activities. We will inform the CPD Standards Office promptly of anything that may affect our compliance with the EBC Standards and will cooperate fully with any monitoring or review process.

3. Code of Professional Ethics and Behaviour

The People Mentor and everyone acting on its behalf is expected to:

- Act with integrity, honesty, and professionalism in all internal and external dealings.
- Treat all clients, learners, colleagues, and third parties with kindness, dignity, and respect.
- Be reliable and dependable: follow through on commitments and communicate promptly when circumstances change.
- Operate in a financially responsible manner and not take unfair advantage of clients, learners, or colleagues.
- Promote high professional standards in leadership development, people management, and CPD provision.
- Avoid conduct that would bring The People Mentor or the CPD Standards Office into disrepute.

We expect the same standards from any associate trainer, coach, or facilitator working on our behalf. All associates are required to read and confirm their agreement to this policy before delivering any People Mentor CPD-accredited activity.

4. Non-Accredited and Accredited CPD Activities

Where The People Mentor offers both CPDSO-accredited and non-accredited activities, we ensure these are kept clearly separate. Specifically:

- Non-accredited activities will not be scheduled at the same time or location as accredited CPD activities.
- Non-accredited activities will not be listed, included in, or presented as part of any accredited CPD programme, agenda, or calendar.
- Marketing materials and communications will clearly distinguish between accredited and non-accredited provision.

5. Content Development

All content developed for CPDSO-accredited activities will be designed to meet the identified learning needs and objectives of our clients and individual learners. The following principles apply to all content development:

- Content will reflect the genuine learning needs of the target audience and be aligned to clearly defined learning objectives.
- Content will present balanced, evidence-informed information and will not be skewed in favour of any particular product, service, brand, or commercial interest.
- No sponsor or external commercial entity will have any direct or indirect influence over the content or learning materials of any accredited activity.

- Any associate or colleague involved in content development will be briefed on these requirements before contributing.

Learner Evaluation

We collect feedback from individual learners following every accredited CPD activity. Our evaluation process covers:

- Whether the stated learning objectives were met.
- Whether individual learning outcomes and overall expectations were achieved.
- Whether the content and delivery were appropriately balanced.
- Whether any content was experienced as biased or inappropriate.

Feedback is reviewed after every activity and used to inform continuous improvement. Where concerns about content bias or standards are raised, we will investigate and address them promptly.

6. Independent Decision Making

All decisions relating to the educational content and design of our accredited CPD activities remain under the exclusive control of The People Mentor. This includes:

- Identifying the learning needs and skill requirements of our target audience.
- Selecting appropriate delivery methods, whether face-to-face, virtual, or blended.
- Developing and signing off on learning objectives.
- Approving any contributors, guest speakers, coaches, or facilitators.
- Designing and reviewing evaluation and assessment methods.

No external commercial sponsor or third party will be party to any of these decisions.

7. Managing Commercial Promotion

The People Mentor does not permit product-specific advertising, promotional materials, or third-party branding to appear within or alongside its accredited CPD activities. In particular:

- No commercial advertising or branding will appear in educational materials, slides, handouts, or resources used as part of an accredited activity.
- No commercial advertising will appear on agendas, programmes, or event calendars for accredited CPD activities.
- No commercial advertising or branding will appear on web pages or social media posts containing accredited educational content.

- No commercial advertising will be displayed in any venue or space where an accredited CPD session is being delivered, immediately before, during, or after delivery.

Where any sponsor relationship exists, approval from The People Mentor must be obtained before any materials are used. The commercial interests of any sponsor must not influence the development, delivery, or evaluation of any accredited activity.

8. Conflict of Interest

The People Mentor takes conflicts of interest seriously and is committed to managing them transparently.

Disclosure Requirements

Any associate, trainer, coach, facilitator, speaker, or author contributing to a CPDSO-accredited activity is required to provide a written disclosure of the following before taking part:

- Any direct payments, honoraria, or other financial benefits received from other training, coaching, or educational organisations in the previous twelve months.
- Membership of any boards, committees, or advisory panels related to the subjects covered by The People Mentor.
- Any grants, funds, or other financial support received for educational or professional projects.
- Any other relationships with external for-profit or not-for-profit organisations that could influence the content or delivery of an accredited CPD activity.

Managing Conflicts

If a conflict of interest is identified, whether before, during, or after an accredited CPD activity, The People Mentor will:

- Review the nature and extent of the conflict.
- Determine whether action is needed to remove or manage it.
- Disclose the conflict to clients and individual learners where relevant.
- Document the conflict and the steps taken in response.

Any individual who fails to disclose a relevant relationship will not be permitted to participate in future People Mentor CPD-accredited activities.

9. Financial and In-Kind Support

The People Mentor is transparent about any financial or in-kind support it receives in connection with its accredited CPD activities.

Disclosure of Sponsorship

Where any accredited activity has received financial or in-kind support from a sponsor, this will be disclosed to clients and individual learners in advance of delivery. Where appropriate, the sponsor's branding will be acknowledged in marketing materials and learning resources in line with Section 7 of this policy.

Standards for Receiving Support

The People Mentor will only accept financial or in-kind support where the following conditions are met:

- The support has no direct or indirect influence on content development, delivery, evaluation, or marketing of any accredited CPD activity.
- All terms and conditions of the sponsorship arrangement are documented and available for disclosure to the CPD Standards Office on request.
- Any expenses approved for third parties, including travel, accommodation, or other legitimate costs, are reasonable, appropriate, and approved by The People Mentor.

The People Mentor will not subsidise a delegate's travel, lodging, or other out-of-pocket costs related to their participation in an accredited CPD activity. Sponsorship funds may not be used to benefit associates, family members, or individuals connected to the sponsor.

Social activities associated with CPD delivery will not be scheduled in a way that interferes with or competes with any accredited CPD activity.

The CPD Standards Office and the Professional Development Consortium bear no responsibility for the financial arrangements of The People Mentor or any related legal obligations. Full accountability for the management of financial and in-kind support rests with The People Mentor.

10. Monitoring and Review

This policy is reviewed at least annually by Nicola Richardson. It will also be reviewed following any significant change to our accredited provision, any CPDSO assessment, or any concern raised that relates to these standards.

All colleagues, associates, and contractors working on CPD-accredited activities are required to confirm that they have read, understood, and agreed to act in accordance with this policy.

The CPD Standards Office has the right to revoke CPD accreditation and terminate its relationship with The People Mentor should any breach of the EBC Standards be identified. We take this seriously and are committed to full compliance at all times.

11. Questions and Concerns

If you have any questions about this policy, or wish to raise a concern about how The People Mentor is conducting itself in relation to these standards, please contact:

Nicola Richardson

Founder, The People Mentor

Email: hello@thepeoplementor.co.uk

Website: www.thepeoplementor.co.uk

Concerns relating to CPDSO accreditation standards may also be raised directly with the CPD Standards Office at www.cpdstandards.com.

This policy was last reviewed in May 2026 and is aligned to the CPDSO Ethical, Behavioural and Commercial Standards (2025). The current version will always be published on our website.