



Master Coaching Agreement

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Ignite Leadership International®

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Client Agreement – Master Terms

1. How this agreement works

These Master Terms apply to every Ignite Leadership International® program. Each program has its own Program Addendum, which sets out what the program includes, your commitment length, start and end dates, and your fee. Together, the Master Terms and your Program Addendum form your full agreement with us.

If the Master Terms and a Program Addendum ever disagree, the Program Addendum governs for that program.

"We," "us" and "our" mean Catherine Rocheleau & Associates Inc., operating as Ignite Leadership International®. "You" means the person named in the Program Addendum. "Your coach" means Catherine Rocheleau or a coach she designates in writing.

2. The coaching relationship

Coaching is a partnership focused on your leadership, your decisions and your results. You bring the context and the judgement; we bring the frameworks, the questions and a clear outside view.

What coaching is not. Coaching is not therapy, counselling, medical care, or legal, financial, tax or accounting advice. Where a conversation touches those areas, it is a thinking partner's perspective, not professional advice. You remain responsible for getting qualified advice where you need it.

Your decisions are yours. You make your own choices and own their outcomes. We cannot promise specific results, because results depend on your context, your follow-through and factors outside anyone's control.

Professional standards. Your coach completed ICF-accredited coach training and chooses to follow the International Coaching Federation (ICF) Code of Ethics, a recognized professional standard for coaching.

What you can expect from us

1. Direct, honest feedback, including when it isn't comfortable to hear.
2. Questions that sharpen your thinking rather than answers that replace it.
3. A confidential, well-run space, protected as described in Section 3.
4. Preparation, punctuality and full attention in every session.

5. Tools and frameworks, including SPARK™, that you can use long after the program ends.
6. Timely responses to program communication, normally within two business days.

What we expect from you

1. Honesty with yourself and with your coach about what is and isn't working.
2. Commitment to goals that genuinely matter to you and your organization.
3. Ownership of your actions, your progress and your results.
4. Respect for confidentiality, including, in group programs, what other participants share.
5. Full participation, as defined below.

Participating fully

"Participating fully" means you:

- attend all scheduled sessions for your program, live and for the full session, unless you give notice of an absence;
- actively contribute during sessions, rather than attending without engaging; and
- complete the action items and exercises agreed in your sessions or assigned through the program.

Full participation is what the program is built on. It is also a condition of any refund under Section 7. If you request a refund, we will ask you to share the action items and exercises you completed.

3. Confidentiality – both ways

Confidentiality is what makes candid coaching possible. It binds us, and in group programs it binds every participant.

Our commitment to you

Everything you share with your coach, in private or group sessions, in writing or in conversation, is confidential. We will not disclose it without your prior written consent, except in the limited cases below.

Your commitment to the group

In any group program, you agree to keep confidential everything other participants share. That includes their names, organizations, situations and anything that could identify them. You may talk about what *you* learned; you may not repeat who said what or share another participant's story.

This commitment continues after your program ends.

We will set this expectation clearly and act on any breach. We cannot, however, guarantee another participant's discretion. Share in the group at the level you are comfortable with, and bring anything more sensitive to your private sessions.

When confidentiality has limits

We may disclose information without your consent only where:

- there is a serious and imminent risk of harm to you or someone else;
- we are required to by law, court order or a regulatory authority; or
- the information is already public, other than through a breach of this agreement.

Where the law allows and it is reasonably practical, we will tell you before any required disclosure.

When an organization sponsors your coaching

If your employer or another organization pays for your program, you remain our client. We share with the sponsor only your enrolment, attendance and payment status, unless you agree in writing to share more.

Conflicts of interest

Before joining a group program, tell us if you know of a participant who is a direct competitor, reports to you, or to whom you report. We will discuss options with you privately. We will not disclose one participant's enrolment to another.

4. Recordings, AI tools and testimonials

Our recordings. How sessions are recorded, stored and made available is set out in each Program Addendum. We never use recordings outside the program without your written consent.

Your recordings. You may not record, screenshot or transcribe any group session, or any part of it, by any means. That includes AI note-takers, transcription apps and meeting assistants. For private sessions, ask first; we will agree case by case.

Our use of AI tools. Your coach uses Fathom, an AI note-taker, to record and transcribe all sessions, group and private. These notes are for your coach's use only, for quality assurance, continuity in your coaching, and improving the program. They are never shared with other participants or anyone outside Ignite Leadership International®. Transcripts are stored on a password-protected Canadian cloud service (Sync), and all copies are destroyed within 12 months of the session. Fathom is based in the United States, so recordings are processed there until they are transferred. They are then deleted from Fathom. Fathom's setting that allows recordings to be used for AI training is turned off.

Testimonials. We will use your name, words, image or likeness in any marketing only with your written consent, given separately from this agreement. You may ask to remain anonymous, and you may withdraw your consent for future use at any time.

5. Privacy

We collect only the personal information we need to deliver your program, process payment and communicate with you. We handle it in line with British Columbia's *Personal Information Protection Act* and our Privacy Policy at <https://igniteleadership.co/privacy-policy-2/>.

We deliver programs through third-party platforms, including Zoom for sessions; ThriveCart (with Stripe) for enrolment, payment and the program learning area; Coaches Console for program communication; Fathom for your coach's session notes; Sync, a Canadian cloud service, for storing those notes; and, for programs that include a DISC assessment, Assessments 24x7, which stores your assessment responses in the United States. Your coach receives only your final report. By enrolling, you consent to your information being processed through these platforms for the program. We keep program records only as long as we need them for business, tax and legal purposes.

6. Intellectual property

The frameworks, tools, worksheets, recordings and other materials we provide, including SPARK™ and the SPARK™ Leadership Dashboard, belong to Ignite Leadership International® or the third parties who created them.

Your licence. While you are enrolled, and afterwards for materials you have downloaded, you have a personal, non-exclusive, non-transferable licence to use them for your own leadership and your own organization's work.

What the licence does not allow. You may not:

- resell, share, publish or distribute the materials, or give others your program login;
- use them to coach, train, teach or consult for others, or build your own programs or products from them; or
- upload them to any public AI tool, or use them to train an AI model.

What stays yours. Your ideas, plans, notes and the work you create during the program remain yours. Materials that guest speakers share belong to them and are subject to any terms they set.

7. Fees, refunds and ending the agreement

Fees and payment

Your fee is set out in your Program Addendum. As a Canadian company, we charge clients in Canada in Canadian dollars, plus GST. For clients outside Canada, we follow common practice and charge in US dollars: the same amount, in a different currency, with no GST. Clients in the European Union are charged VAT where it applies.

You pay in full at enrolment through our ThriveCart checkout. If you choose a buy-now-pay-later option at checkout, that arrangement is between you and the provider. We receive your full fee, and your repayments are owed to the provider, not to us.

Declined payments. If a payment to us is declined, we will notify you by email and your access is suspended. If you provide valid payment details within 24 hours of that email, your access is restored once the full payment is made, together with any processing or bank charges we incurred because of the declined payment. If valid payment details are not provided within 24 hours, you are removed from the program and the \$250 administrative fee applies.

Cancellations and refunds

An administrative fee of \$250 applies to every cancellation or refund you request.

If you have participated fully (Section 2) and decide within the first 14 days of your program that it is not the right fit, you may cancel. You will receive a refund of your fee, less the \$250 administrative fee. After that window, fees are non-refundable, and missed sessions do not extend your program.

To cancel, email contactus@igniteleadership.co with your reasons. We welcome a short conversation so we understand what didn't work, but it is not required.

When we end the agreement

We may end your participation, with written notice, if:

- you do not provide valid payment as described above;
- you breach confidentiality or the program's code of conduct, as described in the Program Addendum; or
- we discontinue the program.

Where we end your participation for a breach or non-payment, fees already paid are not refunded.

Where we discontinue a program, or cannot deliver it for reasons within our control, we refund the unused portion of your fee in full. No administrative fee applies.

8. Liability

Our total liability to you under this agreement, for any cause, is limited to the fees you paid us for the program concerned. We are not liable for indirect or consequential losses, such as lost income, lost opportunities or business interruption.

We deliver programs through third-party platforms. We will do our best to resolve technology problems quickly, and we will reschedule any session we cannot deliver. We are not otherwise responsible for platform outages outside our control.

Nothing in this section limits liability that cannot be limited by law.

9. Events beyond anyone's control

Neither of us is responsible for a delay or failure to perform caused by events beyond reasonable control, such as illness, natural disaster, a public health emergency, or a major infrastructure or internet outage. Your obligation to pay fees already due is not affected. If such an event prevents us from delivering a significant part of your program, we will offer you rescheduled sessions or a prorated refund.

10. Resolving concerns

If something isn't working, raise it with your coach first. Most concerns are best solved in a direct conversation, and we commit to responding promptly and in good faith.

If a dispute cannot be resolved that way within 30 days, we both agree to try mediation with a mutually agreed mediator in British Columbia before starting any legal proceedings. The cost of the mediator is shared equally.

11. Governing law

This agreement is governed by the laws of British Columbia and the federal laws of Canada that apply there. Any legal proceedings will be brought in the courts of British Columbia.

12. General terms

- **Entire agreement.** These Master Terms and your Program Addendum are the entire agreement between us for the program. They replace any earlier discussions or proposals.
- **Changes.** We may update these Master Terms for future enrolments. The version you accepted applies to your current program. Any change to your current agreement must be agreed in writing, and email counts.
- **Severability.** If any part of this agreement is found unenforceable, the rest remains in effect.
- **No waiver.** If we don't enforce a term on one occasion, we can still enforce it later.
- **Notices.** Notices under this agreement may be given by email to the address each of us has on file.
- **Assignment.** You may not transfer your place in a program to another person without our written agreement.

13. Acceptance and record

You accept this agreement electronically at ThriveCart checkout by ticking the required acceptance box. Payment cannot be completed without it. Your acceptance has the same effect as a signature.

For each acceptance, we keep a record of:

- your name and email address;
- the date and time of acceptance;
- the version of these Master Terms and of your Program Addendum; and
- the program, commitment length and fee.

We email you a copy of both documents, as accepted, within two business days.