

Ethical & Cultural Stewardship Guide

A practical orientation to stewardship, attribution, and language.

Purpose. This guide consolidates the Ethical & Cultural Stewardship principles, the Cultural Stewardship, Shared Humanity & Intellectual Property statement, the cultural attribution protocol, the language and claims policy, and the commitments to consultation, correction, and refinement that govern all use of Ubuntu Roots Coaching™. It is written for practitioners, coach trainers, researchers, and institutional partners.

Foundational posture. Ubuntu Roots Coaching™ is informed by relational and communal wisdom traditions. It approaches them with **cultural humility rather than cultural authority**, and commits to **respectful attribution without claiming ownership**.

Document status. Some source pages carry standing statuses of their own — the Cultural Stewardship statement is a draft under review by counsel, scholars, cultural advisors, and technical reviewers; the IP & Licensing notice is a placeholder pending legal review. Nothing in this guide overrides those statuses or states or implies formal trademark registration in any jurisdiction.

1. What we steward and what we do not own

"We honour particular roots without fencing in humanity."

The distinction that anchors all stewardship practice:

- **Ubuntu Roots Coaching™ is a proprietary coaching methodology.** MaturityCoach stewards the framework — its structure, materials, and delivery.
- **Ubuntu itself is not proprietary.** The human values of dignity, interdependence, belonging, responsibility, reciprocity, and care belong to our shared humanity and are lived, interpreted, and renewed in many communities throughout the world.

Intellectual-property ownership of the methodology does not imply ownership of, authority over, or representation of the cultural traditions the framework references.

2. The named traditions and the attribution protocol

The cultural attribution and stewardship protocol applies site-wide. The traditions referenced across the framework's materials are:

1. **Akan Sankofa** (Ghana)
2. **Ubuntu / Nguni Bantu** (Southern Africa)
3. **Lakota vision-quest traditions** — referenced respectfully and without imitation
4. **Andean Ayni / Quechua** (Peru and Bolivia)
5. **Haudenosaunee Seven Generations thinking**

The protocol's standing rules:

- These traditions are named as **points of inspiration and dialogue only**.
- They do not represent an exhaustive account of any tradition.
- They do not imply **ownership, authority, endorsement, or cultural equivalence**.
- Where dimension attributions are still being verified, materials carry the explicit marker: *"Attribution in progress — do not treat as verified cultural attribution."* Treat any such marker as binding: unverified attributions must not be cited, repeated, or relied upon as established.

3. Quotations and translations

For culturally specific quotations or translations, only text supplied in the framework's source materials is used, with concise attribution and contextual explanation. The framework does **not** invent translations, word origins, or historical claims.

Practical rule. If a quotation or translation cannot be traced to the framework's source materials, do not use it. Attribute what you can trace, in the source's own terms, with brief context.

4. Language and claims policy

The framework maintains a site-wide language and claims policy organised as paired **Use** and **Avoid** lists. Its purpose is to keep claims about the framework modest, attributable, and free of cultural overreach: humility rather than authority, respectful attribution without ownership claims, and no invented translations, origins, or historical claims.

Note. The canonical Use / Avoid lists are maintained on the Ethical & Cultural Stewardship page and govern all materials. Where this guide and that page could ever diverge, the stewardship page prevails.

5. Cultural authority and voice

"We speak for our coaching methodology; we do not speak for the traditions themselves."

The aspiration to recognise one another's dignity belongs to no single institution. It is work shared as human beings. Practitioners, trainers, and researchers therefore:

- Speak about the methodology's own premises, structure, and practices.
- Never speak *for* a named tradition, community, or culture of origin.
- Refer inquirers to scholars, culture bearers, and source communities on matters of cultural knowledge.

6. Verification, editorial review, and standing corrections

Cultural statements on the framework's site carry a **standing invitation for verification and correction** by an appropriate scholar, culture bearer, or source. Cultural references not yet verified are marked accordingly.

1. **Check the marker before citing.** If a cultural reference reads "pending verification," it is provisional by design.

2. **Corrections are welcome, not defended against.** Substantive feedback on cultural references and language is invited through the partnership and contact channels.
3. **Change is visible.** The framework commits to maintaining a public change log summarising received concerns and their resolution status once the inquiry form is connected to a submission service.

7. Commitments to consultation, correction, and refinement

Ubuntu Roots Coaching™ commits to **ongoing consultation, correction, attribution, and refinement**, and welcomes substantive feedback on its cultural references and language. Concretely:

- **Consultation.** Cultural advisors, scholars, and technical reviewers are engaged in reviewing stewardship materials; the Cultural Stewardship statement explicitly identifies itself as under such review.
- **Correction.** Acknowledged, logged, and resolved through the public change-log mechanism.
- **Refinement.** The framework holds itself out as a practice framework seeking rigorous assessment, critique, refinement, and evidence development — requiring independent validation before efficacy claims can be made.

8. Reciprocity and benefit-sharing (status: in development)

The Cultural Stewardship statement is candid about what is not yet finished. Reciprocity and benefit-sharing commitments are **in finalisation**. Specific revenue percentages, beneficiary organisations, advisory-council structure, and eligibility criteria must be defined, documented, and publicly posted **before** this policy is presented as complete.

The framework intends to establish an advisory approach, benefit-sharing principles, and community-investment commitments, and to publish their structure, decision authority, and eligibility criteria once defined.

Rule for practitioners. Do not describe or promote the framework's reciprocity commitments as established. Until the public posting exists, the honest answer is: in development, deliberately unpublished until documentable.

9. Founder attribution

Where founder credentials are relevant (for example, institutional briefings or research collaborations), the framework's own convention is **founder-stated**: credentials and experience are presented as stated by the founder, with a fuller professional biography available at maturity.coach, and founder reflections published only with written approval. Follow the same convention — attribute credentials as founder-stated rather than independently verified.

10. Quick-reference stewardship checklist

- Cultural reference checked against the named traditions — inspiration and dialogue only?
- Attribution verified, or "pending verification / in progress" marker respected?
- Quotation or translation traced to source materials — nothing invented?
- Claims scoped to the methodology — not speaking for any tradition?
- No implication of ownership, authority, endorsement, or cultural equivalence?
- No efficacy claims beyond "evidence under development, independent validation required"?
- Reciprocity commitments described as in development only?
- Substantive cultural feedback routed to the consultation channel?

Stewardship as practice

Cultural stewardship in this framework is not a defensive legal posture — it is a set of working commitments: name what inspires us, claim only what we built, verify before asserting, correct when told, and publish honestly what remains unfinished.

Umuntu ngumuntu ngabantu — a person is a person through other people.

Authoritative sources

This guide is a secondary consolidation; the site pages govern.

- Ethical & Cultural Stewardship
- Cultural Stewardship, Shared Humanity & IP Statement (draft)
- Intellectual Property & Licensing Notice (placeholder)

© 2026 Ubuntu Roots Coaching™ — a proprietary methodology of Maturity.Coach.