

## **CODE OF ETHICS**

Creating a code of ethics for a life coaching business is essential to ensure that you provide ethical and responsible coaching services to your clients. A code of ethics serves as a guide for both the coach and the clients, promoting trust, professionalism, and a commitment to ethical standards. Here's a sample code of ethics for a life coaching business:

### **Code of Ethics for Mental Training CT, Life Coaching Services For Elite Athletes**

#### **1. Professionalism and Integrity**

- a. We will maintain the highest standards of professionalism, honesty, and integrity in all interactions with clients and colleagues.
- b. We will provide coaching services that are in the best interests of our clients, prioritizing their well-being and personal growth.

#### **2. Confidentiality**

- a. We will respect and protect the confidentiality of all client information and discussions, except where disclosure is required by law or when there is a risk of harm to the client or others.
- b. We will obtain explicit consent from the client before sharing any information or case studies that could potentially identify them.

#### **3. Informed Consent**

- a. We will ensure that clients have a clear understanding of the coaching process, including its goals, methods, and potential outcomes, before commencing the coaching relationship.
- b. We will obtain informed consent from clients for each coaching session and for any coaching-related assessments or activities.

#### **4. Professional Competence**

- a. We will maintain and enhance our coaching skills, knowledge, and expertise through continuous learning and professional development.

b. We will only provide coaching services in areas where we have the necessary training, qualifications, and competence.

## **5. Conflict of Interest**

a. We will avoid conflicts of interest that could compromise the coaching relationship or the best interests of the client.

b. We will disclose any potential conflicts of interest to the client and seek their informed consent before proceeding.

## **6. Boundaries and Dual Relationships**

a. We will establish and maintain clear professional boundaries with clients, avoiding any dual relationships that could create conflicts of interest or harm the coaching relationship.

## **7. Respect and Diversity**

a. We will treat all clients with respect, dignity, and fairness, regardless of their background, identity, or beliefs.

b. We will honor and embrace diversity and cultural differences, striving to create an inclusive and supportive coaching environment.

## **8. Ethical Marketing and Advertising**

a. We will provide accurate and honest information about our coaching services, qualifications, and fees in all marketing materials and communications.

b. We will not engage in deceptive or misleading marketing practices.

## **9. Client Well-Being and Safety**

a. We will prioritize the safety and well-being of our clients, taking appropriate action if we believe a client is at risk of harm to themselves or others.

## **10. Accountability**

a. We will take responsibility for our actions, seek feedback from clients, and be open to addressing any concerns or complaints in a timely and professional manner.

b. We will adhere to relevant laws and regulations governing coaching services in our jurisdiction.

By adopting and adhering to this code of ethics, Mental Training CT is committed to providing ethical and responsible life coaching services, promoting the well-being and personal growth of our clients, and upholding the highest standards of professionalism and integrity in our practice.

Martina Teply  
Life Coach For Elite Athletes

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Please note that this sample code of ethics can be customized and expanded upon to align with the specific values, principles, and guidelines of your life coaching business. Additionally, it's essential to stay informed about any legal and ethical requirements in your jurisdiction that may apply to your coaching practice.