

## **Pure Potential, LLC Code of Ethics**

This code of ethics aims to ensure that my health coach and alcohol-free coaching business operates with integrity, professionalism, and respect for all clients.

### **Integrity and Honesty**

- **Truthfulness:** As your Health Coach, I will always be honest and transparent in all communications, marketing, and services.
- **Trust:** I promise to build and maintain trust by acting consistently with ethical principles and by avoiding conflicts of interest.

### **Client-Centered Approach**

- **Respect:** I will treat all clients with dignity, respect, and fairness, regardless of their background, beliefs, or personal circumstances.
- **Confidentiality:** I will protect the privacy and confidentiality of all client information unless required by law to disclose.
- **Empowerment:** I will always encourage and support my clients to take charge of their health and well-being through informed decision-making.

### **Professionalism**

- **Competence:** I will provide services within the boundaries of my expertise and continually seek to improve my skills and knowledge.
- **Objectivity:** I will maintain a balanced and unbiased perspective in all interactions with clients.
- **Responsibility:** I will always act ethically in my interactions with my clients.

### **Health and Safety**

- **Well-being:** I will prioritize the health, safety, and well-being of clients in all recommendations and interventions.
- **Evidence-Based Practice:** I will utilize scientifically validated methods and practices, and stay informed about the latest research and developments in health coaching and alcohol-free living.

### **Accountability and Respect for Diversity**

- **Transparency:** I will clearly communicate the scope, goals, and limitations of the coaching relationship.
- **Feedback:** I will welcome and act upon constructive feedback from clients and peers to improve services and practices.
- **Responsibility:** I will accept responsibility for my actions and decisions and correct any mistakes promptly.
- **Inclusivity:** I will foster an inclusive environment that respects diverse backgrounds, perspectives, and experiences.

- **Cultural Sensitivity:** I will be aware of and sensitive to cultural differences and how they may affect client needs and preferences.

## . **Professional Boundaries**

- **Boundaries:** I will establish and maintain appropriate professional boundaries to avoid conflicts of interest and dual relationships that could impair professional judgment.
- **Referral:** I will refer clients to other professionals when their needs exceed your scope of practice or expertise.

## **Sustainability**

- **Long-Term Wellness:** I will promote sustainable health practices that clients can maintain in the long term.
- **Environmental Responsibility:** I will consider the environmental impact of my practice and encourage eco-friendly choices where possible.

## **Legal and Ethical Compliance**

- **Legal Compliance:** I adhere to all relevant laws, regulations, and professional standards governing health coaching and alcohol-free coaching.
- **Ethical Standards:** I uphold the highest ethical standards in all aspects of professional conduct.

## **Commitment to Continuous Improvement**

- **Education:** I pursue ongoing education and training to enhance my skills and stay current with industry standards.
  - **Innovation:** I embrace and contribute to innovations that improve the effectiveness and accessibility of health coaching and alcohol-free coaching.
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