

3 myths

about

Coaching

Ethics



Myth

Ethics only matter when something goes wrong.

Truth

Ethics shape every session, from how you listen to how you hold boundaries.



Myth

If you're a good person,
you're an ethical coach.

Truth

Good intentions aren't
enough. Ethical practice
requires training, reflection,
and accountability.



Myth

Ethics are just rules to follow.

Truth

Ethics are how you build trust – the foundation of every coaching relationship.



Save this as a
reminder and
share it with
your coaching
community as
we celebrate

#EthicsAwarenessMonth