

Code Of Ethics



NTA ADHD Coach Code of Ethics

As an NTA ADHD Coach, I commit to upholding the company's ethical principles and providing compassionate, empowering, and effective coaching for individuals with ADHD.

These principles guide our professional conduct, ensuring our clients feel seen, supported, and equipped to thrive.

They are as follows

1. **Compassion and Agency**

- We treat every client with respect, empathy, and self-compassion, fostering a non-judgmental space for growth.
- We empower clients to take responsibility for their choices, actions, and progress, promoting agency and ownership in their journey.
- We encourage clients to practice compassionate forgiveness toward themselves and others, recognising that mistakes are part of growth.
- We are accountable for maintaining professionalism and ensuring our coaching practices align with our client's needs and goals.

2. **Strengths and Solutions**

- We help clients identify and leverage their unique strengths and past successes to overcome challenges.
- We foster a solution-focused mindset by celebrating wins, cultivating confidence, and reframing setbacks into opportunities for growth.
- We maintain a positive and growth-oriented atmosphere in every session, bookending each meeting with optimism and encouragement.
- We guide clients in building problem-solving and decision-making skills while honouring their autonomy.

3. **Wellness and Energy**

- We advocate for a holistic approach to managing ADHD, incorporating strategies for sleep, nutrition, lifestyle, and energy regulation.
- We help clients recognise and manage burnout or highs, guiding them to work harmoniously with their natural energy patterns and cycles.
- We respect and support clients' choices regarding medication while promoting strategies to manage ADHD effectively in all circumstances.
- We prioritise physical and mental well-being as a foundation for sustainable progress and success.

4. **Education and Empowerment**

- We educate clients on the impact of ADHD, equipping them with practical coping strategies, task management skills, and self-advocacy tools.
- We encourage clients to understand their ADHD as a part of their identity, not a flaw, and shift their inner narrative from self-blame to empowerment.
- We provide resources, support, and encouragement to help clients build resilience and confidence.
- We stay informed about ADHD research and developments to ensure our coaching is evidence-based and effective.

5. **Adaptability and Flexibility**

- We approach each session flexibly, responding to the client's current needs, energy levels, and priorities.
- We model and teach adaptable thinking, encouraging clients to embrace uncertainty, develop Plan B strategies, and reframe setbacks as growth opportunities.
- We help clients create realistic expectations, routines, and structures that align with their energy cycles and capacity.
- We respect the unique needs of AuDHD clients, adapting our approach to meet their specific challenges and strengths.

6. **Legal and Ethical Standards**

6a. Confidentiality and Privacy

- We maintain strict confidentiality of all client information, except where required by law or with the client's explicit consent.
- We ensure all records and data are stored securely, adhering to our country's data protection regulations, such as the UK GDPR (General Data Protection Regulation).
- We inform clients about the limits of confidentiality, including mandatory reporting requirements for safeguarding concerns.

6b. Professional Conduct

- We avoid conflicts of interest and disclose any potential conflicts to clients, managing them with transparency and integrity.
- We accurately represent our qualifications, training, and credentials, ensuring clients have a clear understanding of our scope of practice.
- We do not provide medical, legal, or psychological advice; instead, we refer clients to qualified professionals when appropriate.
- We will never exploit clients for personal, professional, or financial gain.

6c. Informed Consent

- We ensure all clients receive a clear coaching agreement outlining the coaching relationship's nature, scope, confidentiality, and fees.
- We obtain informed consent before starting the coaching relationship and for any changes to agreed terms.

6d. Legal Compliance

- We adhere to all applicable laws and regulations in our jurisdiction, including safeguarding, anti-discrimination, and business practices.
- We report any illegal or unethical behaviour as required by law, ensuring our clients' and others' safety and well-being.

6e. Continuing Professional Development

- We commit to ongoing training and supervision to maintain and enhance our coaching skills, knowledge, and ethical awareness.
- We seek regular feedback and engage in reflective practice to ensure the highest service standards.

7. **Commitment to Diversity and Inclusion**

- We celebrate the diversity of every client, honouring their unique identity, culture, values, and perspectives.
- We actively work to ensure our coaching practices are inclusive, equitable, and free from bias or discrimination.
- We respect the intersectionality of ADHD with other neurodiverse conditions, adapting our coaching approach to meet the individual needs of each client.

This Code of Ethics represents our commitment to empowering clients with ADHD through holistic, compassionate, and strengths-focused coaching. By adhering to these principles and legal standards, we aim to inspire growth, resilience, and self-agency in every client we serve.