



Certified Professional
Financial Coach™
Code of Ethics

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The CPFCoach ethical standards and their enforcement are an important element of the public's trust and confidence in CPFCoach professionals. We have adopted the Code of Ethics to establish the highest principles and standards. These principles are general statements expressing the ethical and professional ideals certificants are expected to display in their professional activities. As such, the principles are aspirational in character and provide a source of guidance for certificants. The principles reflect the CPFCoach Board's recognition of certificants' responsibilities to the public, clients, colleagues, and employers.

Coaches certified by CPFCoach pledge to maintain the following ethical standards:

Conduct myself in a credible manner, striving for excellence in providing coaching services with competency, diligence, courtesy, promptness and care to the best of my ability.

Maintain the knowledge and skill necessary to provide professional services competently. Grow professional skills and practices by striving to improve financial, business and coaching competencies through continuing education. Certificants make a continuing commitment to learning and improvement.

Display personal and professional honesty and integrity in coaching clients. Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. CPF Coaches are placed in positions of trust by clients, and the ultimate source of that trust is the certificant's personal integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot coexist with deceit or subordination of one's principles.

Provide professional services objectively. Certificants should maintain objective and impartial.

Recognize and acknowledge limitations. Seek outside consultation with other professionals or refer clients when necessary.

Disclose conflicts of interest to my clients.

Respect the privacy of clients and the confidentiality of the client-coach relationship in all matters pertaining to the course of professional service, revealing client information of any kind to others only with the written, expressed and informed consent of the client. Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the understanding that the client's information will remain confidential.

Accept compensation that is fair and reasonable.

Avoid any act or omission that violates relevant federal criminal laws, those of any State of the United States or of any province, territory or jurisdiction of any other country.

Report any felony related to the practice of the profession or which brings disrepute to the profession or any lesser crime which involves misrepresentation, fraud, extortion, misappropriation or theft or any conspiracy to commit such a crime to the CPFCoach Council.

Cooperate with fellow certificants to enhance and maintain the profession's public image and improve the quality of services.

Make no false or misleading statements during the CPFCoach application or renewal process.

Respond in a timely fashion to all requests by the CPFCoach Council or employees.

Contact Us

- Schedule a phone call with Michael using [this link](#)
- Email Michael at info@cpfcoach.com.