



The Sober Club Accredited Coach Training Course

MANUAL

www.thesoberclub.com

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Welcome Dream Team!

Videos of the lessons for this course will soon be in the Sober Club coaches member portal. There is a section for guest expert sessions, resources that you can use with clients, and resources that you can use for yourself both for self-care and to grow and expand your business.

Underpinning our wellbeing in sobriety approach is **CURIOSITY**

Why **CURIOS**? Because instant change – especially if it's around starting to love and value oneself can feel hard, even impossible. We have so many blockages, but bringing in the curiosity makes it achievable and we can work with the unconscious mind to allow it to deliver us the answers.

C – Commitment, Help your client recognise what they want to achieve and why, and encourage them to a place of clarity and determination to get the results they desire.

U – Understanding, it's critical to know the WHY. To understand that alcohol is destructive, that negative thinking is keeping them stuck. It's also important to begin to understand that life without booze, and focusing on wellbeing is going to be beneficial.

R – Reality and Resources, You can encourage your client to be honest about their current situation, look at what is working in their life and what isn't and explore possible options together. What resources, support and self-care activities do they already have in place, or could easily access?

I – Insights and Inspiration. You can offer insights into how the brain works, the client can see that their thoughts no longer need to control them, the lightbulb comes on, as the client realises that they can get 'unstuck', life can be better, and they can feel inspired for the future.

O – Obstacles, What is most likely going to trip them up, and get in the way? What has happened in the past if they have gone back on commitments? How can they plan realistically to avoid those pitfalls moving forward?

U – Unique Plan of Action, Ask the client to get real clarity on their own preferences and personality traits, their 'YOU-nique' brilliance, ask them what they DO like about themselves. Determine together, what will work to increase their sense of self-esteem and the best way to approach behaviour change.

S – Self-love and self-care underpins everything. How will they start to become self-love curious, to constantly ‘wonder’? Can they implement little things that will make all the difference. What is the plan of action, and can they be held accountable? Are they connected? Is it non-negotiable? Can they regularly offer acts of kindness to themselves as they would to the beloved spare room guest? **S is also for Setting the outcome** (especially if they just say, ‘I don’t want to give up but know I should’).

Module 1 Lesson A

What does it mean to be a Sober Club Coach?

What is coaching, specifically in this niche? It's important to offer a non-judgemental approach and offer your clients a step by step plan for moving forward. A Coach is someone who helps others to reach goals, move them from where are to where want be, helps them overcome challenges, asks powerful questions, but not necessarily provide every answer. Questions will become the tools of your trade.

The 'journalistic' framework can be helpful.

What, where, when, who, why, and how.

You will need to have empathy, and good rapport, be able to summarise and reflect.

Sober club coaches offer SO much more than 'just not drinking', it's about helping the client uncover their inner wisdom. We can introduce tools which allow clients to see the rich tapestry that awaits them, when they experience life in glorious technicolour – without the booze.

You can help clients break through fear, help them get back to who they really are, their authentic self, and help them get their mojo back, find their motivation.

How you can use these skills / principles;

- **For yourself** to implement positive changes, become your own coach, help you in family, work situations help you to set your own goals and overcome your limiting beliefs,
- **For clients and colleagues**, hopefully you will feel confident to listen and understand, and help facilitate clients to let go of their limiting beliefs, focus on the positive outcomes they want, help them work out the best preventative self-care strategies to future proof their ability to reach their goals and master unwanted behaviours and habits.

You will feel better equipped yourself, (even if you end up not coaching), to manage stress and handle emotions and become a good communicator.

We know we don't have to be 'perfect' ourselves, but having been through the process of ditching the booze and being solid in sobriety IS a pre-requisite.

Remember, helping people to be free from the alcohol trap may mean you can literally assist them to transform their life. It's a big deal!

Module 1 Lesson B

Ensuring the client is the right fit – Determining your ideal client

This is very specifically coaching aimed at helping people who can and have stopped drinking in the past, who now want to focus on optimum wellbeing, self-care, on being healthy and happy, underpinned by sobriety. It's important to ascertain that they are 'Grey area drinkers' (reference Jolene Park's TEDx talk) to ensure that they are not clinically dependent, not at rock bottom, and that any medication is declared.

Our expert session on contracts will advise on how to manage client expectations, and sort out contractual issues, but you must also ensure due diligence around the state of your clients mental health. If you are in any doubt, refer the client on.

It's important to know the dangers of quitting drinking if you are alcohol dependent, this must be done under medical supervision, and this training does not equip you to work in such circumstances. It's important to set boundaries and be ready to signpost to other services.

In our business sessions we will discuss 'niching' your business, we may want to work with 'everyone', but there is benefit in recognising who your ideal client is, and discover how you can attract them. *You* are the right coach for those people, don't let 'imposter syndrome' take hold if others seem to have a successful niche.

Module 1 Lesson C

Taking care of yourself as a coach;

The basis of this coaching is encouraging others to focus on self-care, underpinned by sobriety. This may encompass their physical health and wellbeing, good nutrition, reducing the toxic load, getting physical exercise, focusing on emotional wellbeing. We will look at the impact of spiritual, possibly environmental impact, and helping them discover their purpose.

It will be very difficult if YOU are not putting good self-care in place for YOU!
We will cover how to set boundaries, look at own triggers, keep your own stuff out, (but know which parts of your story can be shared and make an impact), ensure you feel supported and resourced, have a regular practice, align to your own values, acknowledge emotions and stay connected and supported. As you encourage clients to 'embrace' their emotions it will be important for you to feel comfortable in knowing how to manage your own, knowing how to 'surf the urge' and bring in beneficial resources and support.

It's critical to be fully present for a client, and that requires focus and energy, and a sense of AUTHENTICITY – You must be mindful of our own physical and emotional wellbeing. As we go through this training, we will be asking you to point 1 finger gently towards the client, but 4 back at you! Your self-care is of paramount importance.

Module 2 Lesson A

Building Rapport and determining the current situation (establishing the facts)

The introductory part of the coaching session is to establish rapport, and gather facts, to establish what might be going on that will impact on them achieving their goals.

To build Rapport we need to utilise quick techniques to help gain rapport as it's critical before you delve into their beliefs and feelings and emotions.

Gaining rapport is about mutual respect, and finding a way for the client to trust you. You need to honestly want to see the world through your client's eyes, to begin to understand their 'map', to be open to imagining what it feels like to walk in their shoes.

How to tune in to your client;

NLP uses 'matching' and mirroring techniques, how is their posture, are they making eye contact, how fast or slow are they speaking? If they are speaking loudly, raise your voice a little, if speaking quietly, lower your voice, perhaps temporarily, how are they sitting, what movements are they making and how fast or slow?

Be aware of your client's PREFERENCES, In NLP it's called their 'Representational systems'. (VAKOG) Are they naturally;

- **Visual** – They talk about how they see things, 'I can see that'
- **Auditory** – Hearing, They may say 'I hear you!' or 'That sounds about right!'
- **Kinaesthetic** – Feeling, 'I really feel for you', 'I'd like to touch on that'
- **Olfactory** – Smelling
- **Gustatory** – tasting

Discover your own preferred representational system

In the member portal there are links to;

Gene Keys - Find your purpose using Richard Rudd – Gene Keys

Gretchen Rubin's The Four Tendencies;

- **Obliger** - needs the strategy of accountability and feels a sense of obligation to be good role models.
- **Questioner** - needs the strategy of clarity, wants it to make sense, likes to have options.
- **Upholder** - needs the strategies of goals and monitoring, setting a challenge works well.
- **Rebels** - needs the strategy of Identity and want to be true to themselves, likes to do things differently.

How to manage a client's expectations and ensure confidentiality. Establishing the client's goal, their 'immediate concern' and what they really want.

Why do they want it? What's their commitment statement?

Ensure that they know that your session is confidential, and begin by getting clarity on the basic facts of their life now, and make a note of their most 'pressing issue', (bearing in mind that they problems they tell you about may not be the main area of focus)

The introductory part of the coaching session is to gain rapport, establish facts and gain some insight into what the areas of concern might be.

Module 2 Lesson B

What does the client really, why do they want it? What is their commitment statement / intention ?

There are lots of coaching frameworks but all come back to a similar place;

Getting clarity, exploring and establishing resources that may help, removing obstacles, setting and agreeing actions and accountability.

This course does not encourage a prescriptive coaching model but it can be helpful to be aware of popular frameworks. Popular coaching models include;

- **GROW Model** - Goal, Reality, Options, Will
- **GROWTH Model** - Goal Reality, Options, Will, Tactics, Habits
- **SMART Model**- Specific, Measurable, Achievable, Realistic, Timely
- **OSCAR Model**- Outcome, Situation, Choices, Actions, Review

One of the simplest that we will utilise during our coaching sessions and as a tool for clients is;

WOOP - **Wish**, Outcome, Obstacle, Plan / Prep.

Note also the Stages of Change model (extract in the member portal) which illustrates six stages that people typically move through when ditching the booze. They are Pre-contemplation, Contemplation, Preparation, Action, Maintenance and Termination.

A quick way to remember what you need to do to establish what the client wants is;

FLY

- **F** – Establish Facts – get a handle on what your client wants and why, and their current reality.
- **L** – Lightbulb moments - discuss and share insights into what might work and what won't, troubleshoot the obstacles.
- **Y** – You – Ensure the client knows ...'You are enough' - issues with self- love almost always underpin the problem.

Be aware that getting clarity on what the client wants can take some time!

You may ask; *.What do you want to create more of in your life?*

Notice metaphors, if a client has lower back pain, we know they may be lacking in support, if she/ he is having difficulty swallowing, what sticks in the throat? Sometimes these metaphors are v powerful – listen for what **isn't** being said.

After determining what the client wants...Define a goal that is motivating, inspiring. What is the success they hope to achieve?

Use powerful questions to help them be specific about what they want, why and what has stopped them in the past.

Clean set up;

Encouraging your clients through the 'clean set up' process can be great for empowering them and encouraging them to take responsibility'.

Ask yourself 3 questions;

- What is it I want to have happen?
- How do I have to be for that to happen?
- What support / resources do I need for that to happen?

It's super important to establish WHAT the client wants, what the current reality is, why they want it, (do they want it for themselves or others?) Sometimes we can see what lies behind what the client says they want!

It's important to use the right words. Language is important, so it's good to help the client to craft a positive 'mission statement' or line of intention. Can they agree that it is non-negotiable?

Notice at this stage you won't be discussing how they will change, but you will have established what they believe would be a positive outcome for them.

Module 2 Lesson C

Going back to my roots – We are not to blame

Sober Club coaching isn't therapy or counselling, but 'history' is important and it may help them to hear a bit about inherited family trauma and early life trauma. Many of your clients won't have had a perfect childhood, they may not even know their birth parents, but we can still help to 'resource' them. Many people drink because alcohol is in the family system, its 'held' in our cellular memory.

The ACE (adverse childhood experiences) study found a strong link with alcohol addiction.

You may wish to recommend that your client does further work, sometimes therapy is needed. Family Constellations can be very beneficial, and ultimately we can instil in the client the understanding that they are not to blame, it didn't start with them!

However you may make them aware, *'it's not your fault, but it IS your responsibility'*

We can help the client understand that we CAN learn to self soothe in a healthy way, we can start to heal from past trauma by becoming **curious about self-love**, and curious about how we can bring more positive experiences into our life.

Help them to recognise that their brain chemistry may well be out of whack, leading to more anxiety and relapse etc. but the good news is that through food and some simple lifestyle changes and mind-set work, everything can recalibrate.

In the member portal there is a link to an EFT tapping routines that can help to release limiting beliefs and let go of negativity.

Module 3 Lesson A

How the brain works – You are not your thoughts

Challenging limited beliefs;

We can remind clients of the **'Think, Feel, Act' cycle**, our thoughts lead to our feelings – to actions. When we are under stress, it's that fight / flight / freeze mode, but there are no tigers! We can focus on nurturing the logical part of the brain.

Remind clients; You are not your thoughts, - You are not your behaviours.

Challenging limiting beliefs and cognitive distortions;

A belief is not the same as a fact, it's a fact that night will follow day. It's not a fact that *'I'm a useless person, I can't make a behaviour change'*. That's a limiting belief.

NLP is great at helping people loosen the 'lock' on their limiting beliefs so that they can recognise that we are holding those as beliefs not a truth.

Understand the concept of **'The Elephant the rider and the path'** (see member portal) Understanding how we operate can help us to step back and observe what is going on. We need to become like a neutral observer.

When cravings pop up. Your client may say they often 'crave' something.

'I NEED this drink, I CRAVE this chocolate.'

Ask them; Why? What's really going on? Are you feeling scared? Fearful? Hungry?

Get them to check in with the acronym HALT? (Hungry, Angry, Lonely, Tired)

You may need to take your thoughts to the courtroom! Become your own 'thought detective'.

Courtesy of one of our experts, Jo Wilson from Beyond Training we will discuss how NLP helps to cut through limiting beliefs including:

The art of challenging, reframing, chunking questions to loosen the hold of negativity. How to work with sub modalities, how to change your internal representation of how you think about something. We can learn to change the neural pathways of limiting beliefs, to recognise that a new positive belief IS a possibility and CAN become true.

Many limiting beliefs were given to us by someone in authority; we store them as a truth. We've build our own 'brick wall' of limiting beliefs but we can loosen the cement, push out the bricks, and behind them there is another reality.

We can help clients to being to change the neural pathways of limiting beliefs to recognise that a new belief can become a possibility. We can become aware of the power of the mind, and '*If you think you can you can*'

FADING EFFECT BIAS

We look back favourably on past events, we look back with 'rose coloured specs'. We selectively forget that we woke up at 3 am and felt terrible, and just how awful it was 99 per cent of the time, we just remember the 'fun'.

Cravings are just persistent thoughts; we start to fantasize about how nice alcohol would be..... Ask;

What feeling were you trying to create?

What were the events, beliefs and emotions surrounding alcohol for you?

Bring in the Curiosity and the power of the Pause.

Sometimes need to get 'out of head and into body'.

Rebalance is needed, we need to feel centred, a humble 'power pose' can make a massive difference. Ensure that your client understands the importance of the somatic.

Module 3 Lesson B

What are the best options for your client - How do we create a Self-care Sober Toolkit?

Insights and inspiration for how to move towards wellbeing through sobriety

Ask your client what has worked for them in the past. Together you can brainstorm the best self-care resources, positive experiences they can bring in that will fit their lifestyle to focus totally on what they are GAINING - not 'giving up'.

We need ways to regulate the nervous system, to bring ourselves back to centre.

Set a framework for a 'self-care sober toolkit';

What insights, suggestions come up? Brainstorm with the client to find what joy and curiosity they can bring into their life.

Physical and practical (Don't forget a new journal, a vase to put saved money in, fresh flowers can all be added to the sober toolkit)

Nutrition – Eating well is critically important especially in the first 6 weeks. Keep the ritual change the ingredients. Encourage them to choose alcohol free drinks (work with them to determine choices being mindful of triggers).

Resources – you may wish to give clients an eating plan, and / or some recommendations for supplements, suggest nutritional consultations.

Watch the Dale Pinnock Nutrition training, and Dr Bunmi Aboaba on Food Addiction.

Movement / exercise – What are they doing currently? How can do more of what they enjoy? Moving the body is great way to reduce anxiety.

Self-care isn't optional, it's our responsibility, make time for actual 'treats' and **creativity**

Emotional Wellbeing – crosses into self-care. It's essential.

Journaling, finding a release for unwanted thoughts, create a 'worry window'.

What do they enjoy with extra time? Encourage all the 'ING's'. Baking, painting, drawing, dancing, singing – but not drinking!

Spiritual Wellbeing – meditation, mindfulness, inspirational books / podcasts.

Connection – the power of community, and not necessarily sharing everything with partners, finding a tribe – join The Sober Club!

Module 3 Lesson C

Troubleshooting what might go wrong

You've gained rapport, got clarity on what the client wants, and why. You've brainstormed the resources that might help them, and now need to look at potential obstacles. They may not be able to find an instant solution (especially if it's clear they need to increase self-love) but they may be willing to bring in the curiosity (underpinned by self-care).

Obstacles ... 'Ah... but what if?'

How will your client navigate relationships, social situations, holidays, family visits, difficult work situations, children, elderly parents? There may be very real 'practical' obstacles.

Help your client to do their own 'Troubleshooting'. Encourage them to put in the PAUSE, to check potentially 'limiting' beliefs. Be inquisitive as to what is going on.

Neurological levels of change;

A great NLP technique is where we ask our 'inner guru' what the issue is, what resources we might have, or ideas that might help, as we walk through the levels that impact on us, from our environment through to our colleagues, family, and taking in our own skills, competencies.

Again, Jo Creed from Beyond NLP explains this to us.

Trust that your clients DO have the answers within, TRUST THE PROCESS – rather than you diving straight in with a solution, because it may not be the right one for them.

Signpost your clients to how to deal with cravings (persistent thoughts)

Whatever the potential obstacles may be, work out a plan, it may be that they realise something important is missing from the toolkit of resources they need to prep. If your client has been sober for a while, read up on PAWS (Post-acute withdrawal syndrome)

If there is no instant solution - Put in the Curiosity!

The last part of the coaching session is to set the ACTION plan.

Agree on what they will commit to and what time frame. Discuss how you hold them accountable. Finish with a reminder of the clear goal, and actions.

At a Glance Coaching Framework – Step by Step guide

If you have had a discovery call with a client you should know that they come under your remit of being a 'grey area drinker', able to function, and hopefully you have ruled out any reason why it may not be appropriate to offer coaching. Ensure that you are aware of any medication and that they are functioning well, despite drinking too much. If they are clinically dependent they must be signposted to other professionals.

The first coaching session

Before the session, centre yourself; ensure that you feel grounded and ready to focus on your client.

This is NOT a 'script' or a prescriptive order of events, but gives a framework as to how the first coaching session might be structured.

- **Build some rapport with your client**, make some 'small talk' to put them at ease. Notice if they are speaking fast / slow, loudly, softly etc. and be conscious of gently 'matching' them so that it feels comfortable.
- **Check the 'housekeeping' stuff**, ensure they know what coaching is, that its different to therapy, and that they own the process, that you will help facilitate them towards some decisions and actions moving forward.
- **Ensure they know that the session will be confidential** and outline the timings so that they know you will conclude on time.
- **Ask their permission to 'interrupt'** if they go off on a tangent that might impact on the valuable coaching time.
- **Start by asking why they came to you, what is it that want?** Often clients will tell you what they DON'T want... Jot down important words and phrases but don't try and offer solutions, bear in mind that what they 'present' with - may not be the real issue. If they tell you their wish, an outcome they want, ask them 'What's stopped you from achieving this in the past? Wherever it flows reflect their words back to them to be sure you are hearing and understanding. Notice their words; it may give you an insight into their preferred 'representational' system. Are they very visual for example? If so you can use more phrases like...*I can see how that might appear...* etc.
- **Gather a few 'facts' – get clarity on their current reality.** This should help you to determine what might have held them back in the past. Take note of anything important to come back to later. It may also feel important to ask about their background, parents, family, when they started drinking. It may feel appropriate to share a little about the impact of the past on the present, but encourage your client that they do not have to 'stay stuck'. Listen

carefully to anything that may impact on their desire to change, or anything that could be a good support.

- **Going back to their 'wish', their goal, ask them some pertinent questions about the 'outcome'**. What will it look like when it's achieved? If their wish is to be 'happy' or 'sober' ask 'What does happiness look like for you? Ask insightful questions and listen carefully to words that are chosen. Encourage them to focus on positives not negatives...I want to be alcohol free....NOT 'I want to give up drinking'.
- **Craft a mission statement with your client**, a 'one sentence' commitment that they can write down in a notebook and say out loud. Ask them to sign it, refer to any specific dates (I will be alcohol free for a minimum of 200 days) and make it NON NEGOTIABLE.
- **Ask your client what are the most likely obstacles?** What might get in the way of their commitment? You may have identified some possible triggers in the 'fact finding' conversation. (A partner, family member, social situation, late working hours etc.) Ask your client to be their own 'inner guru'. What could they do differently? How could they avoid or overcome those obstacles?
- **Discuss with your client what is already working for them**, explore what resources they have, what do they enjoy? Suggest they become curious about new activities, connection, exercise etc. Can they 'install' new sustainable habits?
- **Assist your client in creating a plan of action** that feels motivating for them. Discuss and recommend some aspects of a sober toolkit, nutrition tips, self-care, (you can share aspects of what worked for you perhaps) check that they are connected, and have access to motivation and inspiration. Do you have any kind of daily practice?
- **Agree a plan of action**, definite tangible things your client can put in place (not too many!) and get them to agree and be accountable to you.
- **Finish with a WOOP**, do this together, encourage them to write down their Wish, Outcome, Obstacles, and Plan.

Remember that you are not aiming to 'fix' your client!

Module 4

The Business of Coaching and Wellbeing / Establishing your coaching practice / You are the Brand

The Final Modules of this course are online across 3-5 weeks and look at aspects of building your coaching practice. We have our expert sessions to support the first core modules

- **Dale Pinnock** The Medicinal Chef on Nutrition for Recovery, how certain nutrients can affect brain chemistry
- **Dr Bunmi Aboaba** on food addiction, how we can help clients make empowering choices around food.
- **William Porter** on how we can work with clients who are prone to cravings and triggers.

Our online sessions will cover including marketing and promoting your services, how to feel confident stepping into the spotlight, and which aspects of your story to share.

How to ensure you have contracts in place and are insured to work with clients.

- There is a recorded expert session on Heart Centered Selling with **Catherine Watkin** to see how to charge fees to reflect your value.
- An expert session on contracts and legals with **Annabel Kaye**
- A very enlightening session with **Esther Nagle** on copywriting for marketing.

More expert sessions to come.

A word about rocking your business

Some of you are ready to rock, others are taking their time, these resources are there for you, and you are welcome to take the course again at a greatly reduced cost. There is NO RUSH. We trust you to know when you are ready to start working as a coach accredited by The Sober Club, and are here to support you as you progress. It's imperative to be 'fine-tuned' yourself and fully ready to step into this.

Don't forget you can use these tools and strategies to plan how you will use your skills and run your business on your own terms.

You can use the WOOP for your business strategy.

What niche would you like to go into?

What would be the outcome, how might it look?

What is stopping you, or what might get in the way?

How can you plan to set up the business the way you want it?

A word about PR and Social Media

It can feel as though you have created a monster you can't feed! Please remember that there is no 'right' way, watch the content on designing the business that works for you, many coaches and therapists decide on a small number of clients per month, and have zero online presence or social media, just work through referrals and are happy. It's your trainset!

What happens next?

Please complete the short 'assessment' which will be emailed to you.

We look forward to welcoming you on our live weekly expert and Q and A sessions across the next 4-5 weeks, these will be recorded in case you can't make it, and ideally please watch them in order once uploaded onto the portal. If you know you can't make a session please send questions in advance.

Please go to the member portal for video content and resources, which will be regularly updated. You can access any of the content in your own time but please do watch the session on nutrition for recovery with Dale Pinnock first as this is a required part of the course.

Please join our Sober Club Coach's Facebook group where you will meet others who did this programme. We will post details of new content there, info about our online sessions, and share challenges and wins! This is your 'family' and we are there to support you. If you are not already a member, please do consider joining The Sober Club, our members are sober curious, day 1 or through to year 6. It's all about living your best life without the booze, so whatever stage you are at, you will find connection and inspiration. As a coach you will also get great insights into what potential clients are dealing with. (please note direct messaging or promoting your services isn't allowed) Of course we hope that you will recommend The Sober Club to friends, colleagues and clients. www.thesoberclub.com

Once our course trainings are complete, and you have had your 1-1 coaching session with Janey, we will ask for a written testimonial if you are willing to give it and your Sober Club Accredited Coach logo will be sent to you for use in your marketing.

If you have decided to add on the 1-1 Bespoke Promotional Package, we can schedule your PR strategy consultation and once the course is complete your profile will be added to our Find a Coach page on The Sober Club and your services promoted by Janey.

If you'd like to recommend this coaching course to other possible coach trainees please discuss an affiliate with Janey.

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www.thesoberclub.com

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Code of Behaviour for Sober Club Accredited coaches

Sober Club coaches must always conduct themselves with integrity, honesty and personal responsibility. It's important to take care of yourself!

Coaches should be clear about the boundaries and differences between being a Sober Club accredited coach, a therapist, counsellor or life coach.

Coaches should represent true levels of title, competence, status and experience in order not to mislead or defraud or make unrealistic claims about the service provided and must ensure that their client is aware that their services as a Sober club accredited coach are not suitable for addiction recovery and those who are clinically dependant.

Coaches should ensure they have other coaches and resources to recommend if deemed more appropriate to the client.

Client confidentiality must be maintained at all times, (unless required by law). Stored data must be protected consistent with the Data protection act, GDPR and subsequent amendments. Always get full permission from clients in writing before releasing testimonials.

A non-judgemental approach must be maintained at all times in accordance with the ethos of The Sober Club and all clients should be treated with respect, as free and equal individuals. Any debates / promotional materials which refer to 'best ways' to get sober should be discouraged, it's especially important to discourage derogatory comment about services such as Alcoholics Anonymous.

All advertisements and promotional materials whether written or verbal should comply with the UK advertising standards authority and other relevant diversity regulation. The Sober Accredited Coach 'badge' / logo is a personal accreditation ('qualification') and cannot be used in a way that may suggest that Janey Lee Grace or The Sober Club is partnering / presenting / hosting / promoting / endorsing your events, courses or trainings. It is possible to offer a Sober Club endorsed event by collaborating with Janey.

Coaches should endeavour to help raise the profile of The Sober Club.