





The Art & Science of Coaching

IT'S YOUR YEAR TO BECOME A COACH











Erickson's Solution-Focused coaching skills enable you, as a coach, to create transformational change in others. The Erickson coaching methodology is built on 4 pillars based on neuroscience:

-  **Solution-Focused** approach to coaching moves your clients towards their desired future outcomes, instead of concentrating on past experiences or reasons for present dissatisfaction.
-  **Systemic** approach emphasizes the holistic nature of your client, seeing how positive change can fit into their bigger picture.
-  **Client-centered** approach allows you to trust your client's inner resources and skills, respecting their agenda and future outcomes.
-  **Action-oriented** approach pursues transformational change in specific, inspired steps that lead to fundamental shifts in attitude, behavior and habit formation.



The skills you gain from Erickson's Solution-Focused approach to coaching will become the cornerstones you need to partner with people to help them reach their full potential. These skills include:

-  **creating** trust with others
-  **going** beyond just hearing
-  **powerful** questioning
-  **robust** goal-setting
-  **designing** positive actions
-  **fostering** accountability

Erickson provides you with:

Practical frame-works that help to keep you on track in your coaching sessions

Specific language that enables change in your clients


Exercises that you can use to catalyze change when your client encounters challenges

A process-formulated structure that makes coaching safe, easy and powerful for you and your client

5 Reasons to choose Erickson as your coaching school

- exceptional** coaching skills
- the science** of change
- solution-focused** methodology
- global** network
- 40 years** and 60 000 graduates





Two pathways to choose to become a coach. Which one is for you?

You can choose upfront to train towards your PCC qualification with the ICF. If your intention is to have a professional coach certification, then this route is advisable as it saves you time and money.

If you are unsure of whether you want to go all the way to PCC, you can work towards your ACC accreditation with the ICF, and at a later point decide whether you wish to advance to a PCC level.

The Solution-Focused Accreditation program is for individuals who:

- have an interest in becoming a life, leadership or other niche coach but want to start with the basics
- want to build their qualifications for career progression
- want to work more effectively with colleagues
- are HR professionals developing skills to influence and connect with people
- work involves intense people engagement and motivation
- want to qualify as a coach to start your practice as soon as possible

The Solution-Focused Diploma program is for individuals who:

- want to become professional coaches in a business, health, life or other niche area
- have an interest in developing deep competencies to enable change in others and self
- leaders who want to strengthen their competencies to lead others through improved listening, emotional intelligence, connection and leadership techniques that inspire others to achieve their potential.

The Solution-Focused Accreditation

STRUCTURE

Solution-Focused Essentials Course (Module I&II)

16 live sessions (3,5 hour per each) **or** 8 full days of learning

16 hours of independent study







Total number of hours 64

Mentor Bundle

3 individual mentor sessions

2 group mentor session

You will walk away with:

-  an Erickson qualification that allows you to practice as an accredited coach
-  the qualification required as part fulfillment towards the ICF ACC Accreditation (100 hours of coaching practice still required to fulfill ICF requirements)
-  an understanding of the coach competencies required for certification
-  basic solution-focused coachingskills and frameworks
-  foundational Coaching skills needed to integrate into leadership and coaching practice
-  a global network of professionals for all industries and walks of life.

The Solution-Focused Diploma

STRUCTURE

Solution-Focused Essentials Course (Module I&II)

16 live sessions (3,5 hour per each) **or** 8 full days of learning
16 hours of independent study

Solution-Focused Advanced Applications Course (Module III&IV)







16 live sessions (3,5 hour per each) **or** 8 full days of learning
16 hours of independent study

Total number of hours 128

Advanced Mentor Bundle

6 individual mentor sessions
1 group mentor session
1 oral assessment

You will walk away with:

-  an Erickson qualification that allows you to practice as a professional coach
-  the qualification required as part fulfillment towards the ICF PCC Accreditation (500 hours of coaching practice still required to fulfill ICF requirements)
-  level 3 listening skills for impactful coaching
-  in depth solution-focused coaching skills and frameworks
-  ability to ask deeper questions that drive real change
-  advanced coaching practice to develop your skills


Methods of Learning:

 We offer training:


ONLINE (zoom training sessions), **OR**


ONSITE (options available at cities around the world), **OR**

BLENDED (some online and some in-person training)

 You will have in class training with a highly qualified facilitator

 You will do independent learning

 You will have practice labs that help you to develop your skills

 You will get mentoring by experienced coaches who help you to become better.

Program Curriculum

MODULE I

- Conduct a full Solution-Focused coaching conversation from beginning to end
- Establish and demonstrate objectivity during coaching conversations
- Use strategies for establishing and intimacy and trust
- Establish effective coaching session outcomes
- Apply powerful questioning techniques to assist the coachee towards solutions and effective actions
- Define the functions of the brain systems and their role in effective communication
- Develop a positive self-image
- Deliver developmental feedback using Solution-Focused principles





MODULE II

- Apply coaching exercises to assist the coaches to prioritize effectively and maintain the discipline to complete them
- Use strategies to assist the coaches to create and streamline a plan of action
- Use visualization techniques for higher brain functioning
- Apply approaches that encourage self-awareness and recognition of developing competencies
- Use processes to support the coaches in developing mastery of a desired skill-set over the long-term
- Enable the coaches to access their deeper knowledge and find solutions with specific exercises

MODULE III

- Ask questions to discover and develop key values and intrinsic motivators
- Utilize effective language to challenge the coaches beyond self-imposed obstacles
- Apply various tools to assist the coaches to overcome productivity challenges
- Use approaches to assist the coaches in developing emotional balance and to move past unwanted feelings
- Utilize simple techniques to shift the coaches from a stress response to a resource state
- Use specific techniques to hold the coaches accountable for their action plans and acknowledge their progress.

MODULE IV

- Design a plan to ensure successful achievement of desired coaching skills and application
- Identify and distinguish levels of coaching proficiency - beginner, intermediate, and advanced
- Create relevant questions in response to metaphors spoken by the coaches during the coaching session
- Respond authentically and spontaneously to the coaches, at the moment, through powerful questioning
- Communicate effectively in support of the coaches using language that has the greatest impact
- Establish and maintain an environment that promotes the coaches' self-discovery



What is the ICF? The International Coaching Federation (ICF) is the leading global organization for coaches and coaching.



The ICF is dedicated to advancing the coaching profession by setting high standards, providing independent certification and building a worldwide network of trained coaching professionals.

How does Accreditation Work?

There are 3 levels of coaching certification by the ICF:



Each level requires training by an ICF-accredited coaching school AND a minimum number of practice hours. Each level also has a progressive set of competencies that coaches need to demonstrate they have mastered.

Why is it important to obtain an ICF coaching accreditation?

Obtaining your coach certification with the ICF (International Coach Federation) shows potential clients your commitment to the coaching profession and builds your industry-wide credibility. Coaching certification is important because:

- 84% of clients value certification as a professional standard of quality assurance.
- Certified coaches have higher income than non-certified coaches.
- Clients who work with certified coaches report better satisfaction and are more likely to recommend their coach to others.

By regulating standards, skills and core competencies for coach training, the ICF ensures that life coaches, business coaches, health coaches, and executive coaches are experienced, reliable professionals who abide by a strict code of ethics.

Erickson Certification and ICF Credentials



ACCREDITATION PROGRAM



DIPLOMA PROGRAM

As a globally-recognized and ICF-accredited coach training institution, Erickson's coach training programs are highly regarded as exceeding the rigorous standards of the International Coach Federation (ICF) and producing highly-qualified coaches. Since obtaining ICF certification is integral to your coaching career, we have made the path to certification as simple as possible. But, most importantly, you want to be sure that you are developing MASTERFUL coaching skills to really enable transformation. That's the Power of Erickson.





Prices

Accreditation Program

Essentials (M1&M2): 1600 EUR

Mentor Bundle: 1200 EUR

Total: 2800 EUR

Diploma Program

Essentials (M1&M2): 1600 EUR

Advanced (M3&M4): 1600 EUR

Advanced Mentor Bundle: 1500 EUR

Total: 4700 EUR

No ICF Certification

Essentials (M1&M2): 1600 EUR

Advanced (M3&M4): 1600 EUR

**If all progame is aquired
(M1 – M4): 3000 EUR**

Contact us

to receive more
details about pricing

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Resources

As a learner of Erickson Coaching International, we support your coach training every step of the way. Right from the get-go our dedicated enrollment advisors (all of whom are coaches) are available to answer any questions you can think of before, during, and after your training. Once enrolled, you can start to take advantage of the numerous support services we offer, including access to the Erickson Online Academy, free business building resources, a blog contributor program, and much more!

Erickson Online Academy

The Erickson Online Academy is a cutting-edge education delivery platform from award-winning technology company, Growth Engineering. With the Academy, our learners enjoy the same great content, interaction, and engagement that you would expect from an on-site class, but with the increased flexibility that only online education can provide.

Alumni Certificates & Badges

Upon successful completion of an Erickson Coaching International program, you will receive a certificate, transcript and an Alumni Badge. As a new member of our growing alumni community, we encourage you to display the badge on your website and/or social media platforms..

Blog Contribution

We are always looking for bright, energetic, and thought provoking contributors to join us on our quest to create a blog that informs and entertains the coaching world. As an Erickson Coaching International learner, you can extend your reach into the coaching community by submitting your work to be posted on our blog!

