ERICKSON COACHING INTERNATIONAL

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The Art & Science of Coaching

2024 COACHING IMPACT AWARD WINNER ICF

ICF-ACCREDITED COACHING EDUCATION LEVEL 1 ICF

ICF-ACCREDITED COACHING EDUCATION LEVEL 2 ICF

Level 1 and Level 2

About

Erickson Coaching International

Erickson is the pioneer of Solution-Focused Coaching, one of the most established coaching methodologies. Our founder, Dr Marilyn Atkinson, established Erickson with the intention of unlocking human potential by supporting the shift from problems to solutions by embracing a future-focused mindset. This philosophy is the underlying vision of Erickson and sets the tone for each coach that we train and organization that we partner with.

Solution-Focused Coaching Methodology is based on proven tools, techniques and processes that help provide clients with the means to create truly transformational changes with individuals and organizations.

The Erickson Solution-Focused Coaching Model is built on 4 pillars:

Solution-Focused

An approach that moves your client towards their desired future outcomes, instead of concentrating on past experiences or reasons for present dissatisfaction.

Systematic

An approach that emphasizes the holistic nature of your client, seeing how positive change can fit into their bigger picture.

Client-Centered

An approach that allows you to trust your client's inner resources and skills, respecting their agenda and future outcomes.

Action-Oriented

An approach that pursues transformational change in specific, inspired steps that lead to fundamental shifts in attitude, behavior and habit formation.

We truly believe that coaching has the ability to **change the world,** one conversation at a time.

Accreditation

ICF-Accredited Coach Training

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 ICF certification as simple as possible whilst ensuring you develop masterful coaching skills to really enable transformation.

Methods of Learning

Erickson offers online, onsite and blended options when it comes to training. We originally began as a fully onsite coach training academy in 1980. Our founder, Marilyn Atkinson, traveled around the world teaching her courses and sharing the power of solution-focused coaching. However, with the goal of reaching even more people, and providing further training to our global community of alumni, we launched an online global training academy.

At Erickson, our curriculum design is rooted in **Science**, with particular focus on:

Cognitive Science	**Memory Research**	**Brain Science & Neuroplasticity**	**Adult Learning**	**Attention Management**	**Instructional Theory**

Our programs have been developed to include every learning style and are complemented with an asynchronous component as well as a strong emphasis on practical application.

Overview

Which pathway is best suited to you?

Certification Erickson Professional Coach (EPC) Designation	Level 1 Erickson Accredited Coach (EAC) Designation	Level 2 Erickson Certified Professional Coach (ECPC) Designation
Suitable for individuals who • Are seeking foundational coaching skills to begin coaching quickly • Want to become internal coaches within their organization • Want to become better leaders and communicators by adding coaching to their skillset • Are not wanting to become ICF accredited coaches	**Suitable for individuals who** • Are seeking foundational coaching skills to begin coaching quickly • Are eager to receive a credential from the ICF • Want to use coaching skills in their workplace • Want to integrate coaching but not necessarily practice exclusively as a professional coach	**Suitable for individuals who** • Want a comprehensive coach training that advances beyond the foundational skills • Want to become organizational and/or independent professional coaches • Are interested in receiving a higher-level credential from the ICF
You will walk away with • Erickson Professional Coach (EPC) Designation • A set of solution-focused coaching skills and frameworks • Level 3 listening skills of impactful coaching • A global network of professionals and access to the Erickson Alumni App	**You will walk away with** • Erickson Accredited Coach (EAC) Designation • Qualification required as part of ICF ACC accreditation • Basic solution-focused coaching skills and frameworks • A global network of professionals and access to the Erickson Alumni App	**You will walk away with** • Erickson Certified Professional Coach (ECPC) Designation • Qualification required as part of ICF PCC accreditation • Level 3 listening skills and in-depth solution-focused coaching skills and frameworks • Advanced coaching practice to develop your skills

Tuition in Bulgaria

All modules — bundle (excl. VAT)	**€4,800**
Per module (excl. VAT)	**€1,200**

Upcoming Cohort Schedule

Essentials · Part 1 — Inspiration	18 – 21 Mar 2027
Essentials · Part 2 — Implementation	22 – 25 Apr 2027
Advanced · Part 1 — Integration	10 – 13 Jun 2027
Advanced · Part 2 — Completion	03 – 06 Jul 2027

Curriculum

The Essentials Course

Part 1 – Inspiration

Skills and approaches organized around the core essential question: "What do you want?"

18 – 21 Mar 2027

Part 1 covers the essential coach mindset, the elements that form a coaching relationship, Erickson's Coach Position, and the step-by-step process of Erickson's Coaching Arrow. In Part 1, the emphasis is shifting from problem oriented to Solution-Focused.

At the end of this Part, you will be able to:

- Speak to a clear definition of coaching
- Quickly create trust, safety and rapport with another
- Listen to others at a deep level; hearing more than just the words
- Step into a 'coaching mind set,' remaining present, objective and 'trigger free'
- Create questions that elicit the very best possible answers
- Use coaching methods that are in alignment with discoveries from brain science
- Apply coaching tools to access the genius within another
- Use the power of voice tone to ensure the greatest impact
- Conduct a full coaching session from beginning to end and generate results

Part 2 – Implementation

Skills and approaches organized around the core essential question: "How might you accomplish it?"

22 – 25 Apr 2027

Part 2 has an additional focus on implementation and execution of the desired outcome. This part provides an improved relationship with strategizing, planning, prioritizing and using time effectively.

At the end of this Part, you will be able to:

- Conduct a conversation that quickly prioritizes for immediate action
- Structure and facilitate a first "discovery/intake" session
- Adopt and maintain a long-term perspective of the ongoing coaching relationship
- Use visual mapping tools to empower coaching conversations and creative thinking
- Notice time management habits and how to leverage them
- Ignite and re-ignite passion and long-term intrinsic motivation
- Conduct a coaching session to create a project plan with built-in success contingencies
- Notice blocks to creative thinking
- Work with the inner obstacles that impede goal completion

This course is included in both the Level 1 & the Level 2

Curriculum

The Advanced Course

Part 1 – Integration

Skills and approaches organized around the core essential question: "Why is that important to you?"

10 – 13 Jun 2027

In Part 1, we advance our coaching by developing the skill to uncover the client's unique motivational structures. We deepen our ability to handle and overcome objections. We also leverage the power of values in enabling commitment and follow through.

At the end of this Part, you will be able to:

- Ask questions to discover the deeper, and often invisible, intrinsic motivators
- Uncover and work effectively with hidden motivational patterns
- Ask coaching questions that leverage the strengths of another
- Advance your listening and coaching presence towards a mastery of unscripted and natural 'coaching in the moment'
- Coach at the level of 'who' the person is, not just at the level of their action and behaviour
- Use provocative questions to challenge the client into action
- Apply an array of coaching power tools to resolve objections quickly

Part 2 – Completion

Skills and approaches organized around the core essential question: "How would you know you've achieved it?"

03 – 06 Jul 2027

In Part 2, we focus on how people experience success. We move through completion, including testing of skills and competencies in which the topics of all Parts fall into place to complete the bigger picture of integrated Solution-Focused Coaching.

At the end of this Part, you will be able to:

- Demonstrate an advanced level of the ICF Core Competencies
- Work effectively with negative emotions and stress states
- Apply approaches that develop resilience and inner strength
- Identify and work effectively with belief and value systems that influence the coaching conversations
- Respond authentically to the client, in the moment, through advanced intuitive questioning
- Conduct masterful advanced sessions that encourage positive transformation
- Track and reveal the progress of coaching sessions
- Design a plan of future success with your client

Only offered with the Level 2

Certification

The Level 1 & Level 2 Mentor Bundle

The Level 1 or Level 2 Mentor Bundle is an essential requirement to complete Erickson's The Art & Science of Coaching Level 1 or Level 2 program. It is also an essential requirement to receive an ACC or PCC accreditation from the ICF. Mentor Bundles include one-to-one mentoring sessions, group mentoring sessions and an oral assessment.

One-on-One Mentoring

One-on-one Mentoring sessions are designed to support you to further develop and deepen your coaching skills in alignment with the 8 ICF Core Competencies at an ACC or PCC level. Your Erickson Approved Mentor Coach provides you with solution-focused feedback during these sessions. Our Mentors are dedicated to ensuring your progress and assisting you in fine-tuning your demonstrable coaching skills.

Group Mentoring

Group Mentoring sessions are designed to be community-oriented sessions where your Mentor will review the ICF Core Competencies, conduct live demonstrations of the coaching skills in action, and you will engage in learning and practice to increase your integration and demonstration of the ICF Core Competencies at an ACC or PCC level.

Oral Assessment

All learners enrolled in The Art & Science of Coaching Level 1 and Level 2 program are required to complete an oral assessment. This assessment is your final step in completing the Level 1 and Level 2 program. An Erickson approved assessment coach reviews a coaching session conducted by you to ensure you meet the standards of Erickson's coaching methodology and ICF Core Competencies. Learners will have sufficient time to prepare and schedule the final assessment before graduating from the program.

Get in Touch

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