



ERICKSON  
COACHING  
INTERNATIONAL

# The Art & Science of Coaching



**Level 1 and  
Level 2**

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

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.

Erickson  
coaching is:



## The Erickson's Solution-Focused Coaching Model is built on 4 pillars;

**A solution-focused** approach to coaching moves your client towards their desired future outcomes, instead of concentrating on past experiences or reasons for present dissatisfaction.

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

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

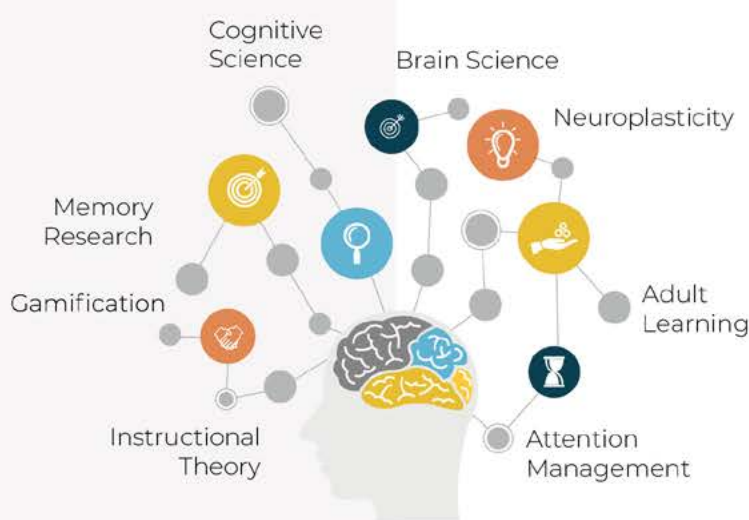
**An action-oriented** approach that pursues transformational change in specific, inspired steps that lead to fundamental shifts in attitude, behavior and habit formation.

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:

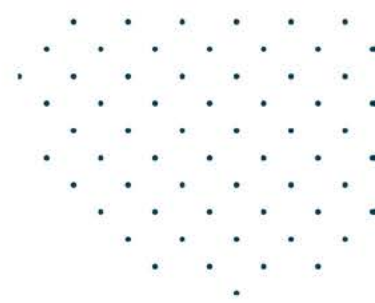


Our programs have been developed to include every learning style and is complemented with an asynchronous component as well as a strong emphasis on practical application.

# Overview

## Which pathway is best suited to you?

Erickson's program pathways	Certification	Level 1	Level 2
<b>Erickson qualification</b>	Erickson Professional Coach (EPC) Designation	Erickson Accredited Coach (EAC) Designation	Erickson Certified Professional Coach (ECPC) Designation.
<b>Price (For online delivery)</b>	US \$ 5,285	US \$ 4,300	US \$ 8,300
<b>Suitable for individuals who</b>	<ul style="list-style-type: none"> <li>Are seeking foundational coaching skills to begin coaching quickly</li> <li>Want to become internal coaches within their organization</li> <li>Want to become better leaders and communicators by adding coaching to their skillset</li> <li>Are not wanting to become ICF accredited coaches</li> </ul>	<ul style="list-style-type: none"> <li>Are seeking foundational coaching skills to begin coaching quickly</li> <li>Are eager to receive a credential from the ICF</li> <li>Want to use coaching skills in their workplace</li> <li>Want to integrate coaching but not necessarily practice exclusively as a professional coach</li> </ul>	<ul style="list-style-type: none"> <li>Want a comprehensive coach training that advances beyond the foundational skills</li> <li>Want to become organizational and/or independent professional coaches</li> <li>Are interested in receiving a higher-level credential from the ICF</li> </ul>
<b>You will walk away with</b>	<ul style="list-style-type: none"> <li>Erickson Professional Coach (EPC) Designation</li> <li>A set of solution-focused coaching skills and frameworks</li> <li>Level 3 listening skills of impactful coaching</li> <li>Skills to implement into your leadership style</li> <li>A global network of professionals from all industries and walks of life</li> <li>Access to Erickson Alumni App</li> </ul>	<ul style="list-style-type: none"> <li>Erickson Accredited Coach (EAC) Designation</li> <li>Qualification required as part of ICF ACC accreditation</li> <li>Basic solution-focused coaching skills and frameworks</li> <li>Foundational coaching skills needed to integrate into leadership and coaching practice</li> <li>A global network of professionals for all industries and walks of life</li> <li>Access to Erickson Alumni app which provides support for your life long journey as a coach</li> </ul>	<ul style="list-style-type: none"> <li>Erickson Certified Professional Coach (ECPC) Designation.</li> <li>Qualification required as part of ICF PCC accreditation</li> <li>Level 3 listening skills for impactful coaching</li> <li>In-depth solution-focused coaching skills and frameworks</li> <li>Ability to ask deeper questions that drive real change</li> <li>Advanced coaching practice to develop your skills</li> <li>Access to Erickson Alumni app which provides support for your life long journey as a coach</li> </ul>



<p><b>Schedule options</b></p>	<p>Live Coach Training</p> <ul style="list-style-type: none"> <li>Once or twice a week</li> </ul>	<p>Live Coach Training</p> <ul style="list-style-type: none"> <li>Once or twice a week</li> </ul> <p>Mentoring</p> <ul style="list-style-type: none"> <li>Group sessions once a week</li> <li>Individual sessions scheduled directly with mentor</li> <li>Oral assessment recorded in own capacity</li> </ul>	<p>Live Coach Training</p> <ul style="list-style-type: none"> <li>Once or twice a week</li> </ul> <p>Mentoring</p> <ul style="list-style-type: none"> <li>Group sessions once a week</li> <li>Individual sessions scheduled directly with mentor</li> <li>Oral assessment recorded in own capacity</li> </ul>
<p><b>Program duration</b></p>	<p>Once a week</p> <ul style="list-style-type: none"> <li>Between 6 and 7 months</li> </ul> <p>Twice a week</p> <ul style="list-style-type: none"> <li>Between 5 and 6 months</li> </ul>	<p>Once a week</p> <ul style="list-style-type: none"> <li>Between 6 and 7 months</li> </ul> <p>Twice a week</p> <ul style="list-style-type: none"> <li>Between 5 and 6 months</li> </ul>	<p>Once a week</p> <ul style="list-style-type: none"> <li>Between 11 and 16 months</li> </ul> <p>Twice a week</p> <ul style="list-style-type: none"> <li>Between 6 and 12 months</li> </ul>
<p><b>Components required</b></p>	<p>The Essentials Course (Parts 1 &amp; 2)</p> <ul style="list-style-type: none"> <li>16 x 3.15 hr online or</li> <li>8 days onsite</li> </ul> <p>+</p> <p>The Advanced Course (Parts 1 &amp; 2)</p> <ul style="list-style-type: none"> <li>16 x 3.15 hr online or</li> <li>8 days onsite</li> </ul>	<p>The Essentials Course (Parts 1 &amp; 2)</p> <ul style="list-style-type: none"> <li>16 x 3.15 hr online or</li> <li>8 days onsite</li> </ul> <p>+</p> <p>The Level 1 Mentor Bundle</p> <ul style="list-style-type: none"> <li>2 x 3.45 hr group mentoring and</li> <li>3 x 1:1 mentoring and</li> <li>1 x oral assessment</li> </ul>	<p>The Essentials (Parts 1 &amp; 2)</p> <ul style="list-style-type: none"> <li>16 x 3.15 hr online or</li> <li>8 days onsite</li> </ul> <p>+</p> <p>The Advanced Course (Parts 1 &amp; 2)</p> <ul style="list-style-type: none"> <li>16 x 3.15 hr online or</li> <li>8 days onsite</li> </ul> <p>+</p> <p>The Level 2 Mentor Bundle</p> <ul style="list-style-type: none"> <li>1 x 4.20 hr group mentoring and</li> <li>6 x 1:1 mentoring and</li> <li>1 x oral assessment</li> </ul>
<p><b>ICF Program Accreditation Level</b></p>	<p>Not ICF Accredited Training</p>	<p>Level 1 - formally ACSTH</p>	<p>Level 2 - formally ACTP</p>
<p><b>ICF Coach Credential Designations</b></p>		<p>ACC (Associate Certified Coach)</p>	<p>ACC (Associate Certified Coach) or PCC (Professional Certified Coach)</p>

# The Art & Science of Coaching

## Curriculum Breakdown | **The Essentials Course**

### **Part 1** - Inspiration

Skills and approaches organized around the core essential question: **“What do you want?”**

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?”**

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

## Curriculum Breakdown | **The Advanced Course**

### **Part 1** - Integration

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

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?”**

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



## 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 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.

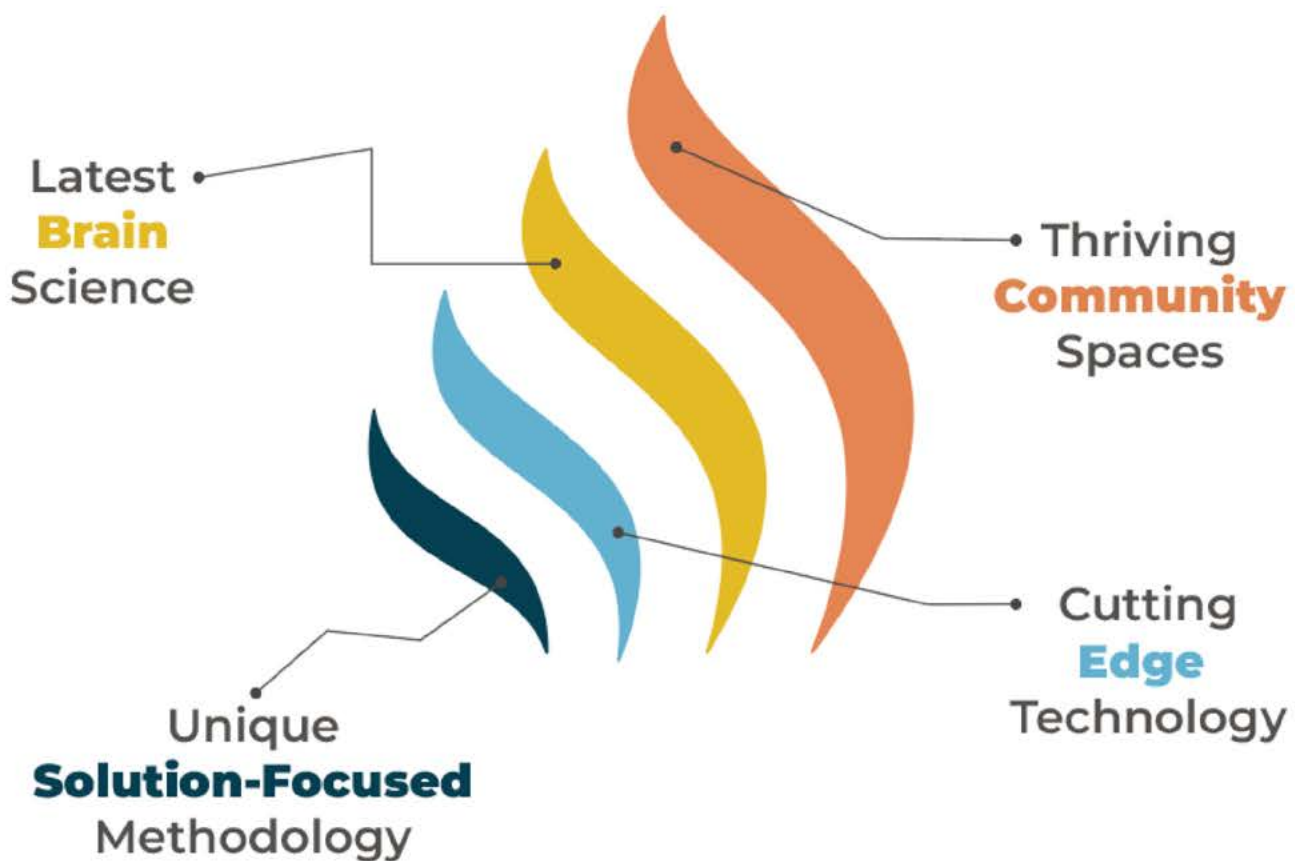
Group Mentoring sessions are designed to be community-oriented sessions where your Mentor will review the ICF Core Competencies, conduct live demonstrations of the coaching skills in action, and you will engage in learning and practice to increase your integration and demonstration of the ICF Core Competencies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

# Explore the Erickson difference

Erickson coaches **enjoy a unique way of learning** and integrating their skills:

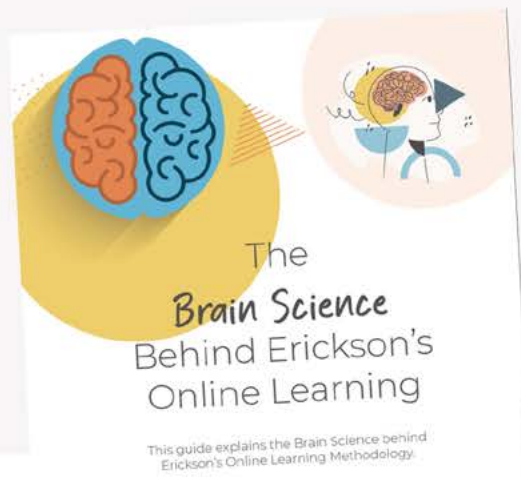
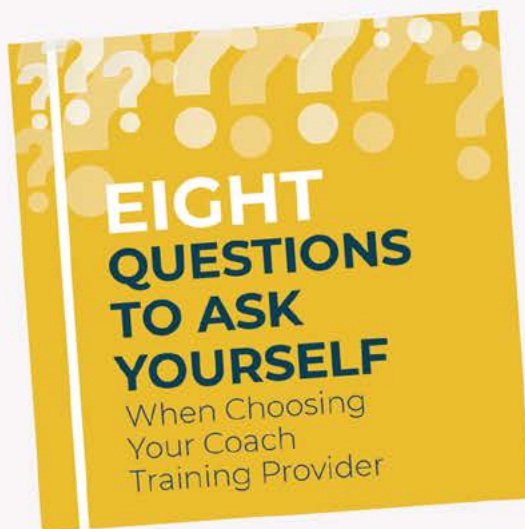


**Want to know more?**

Visit [www.erickson.edu/your-learning-journey](http://www.erickson.edu/your-learning-journey)



# Looking for more resources:



## Get in Touch