

What Makes
Solution-focused
Coaching Different?



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Solution-Focused coaching focuses on discovering multi-faceted solutions rather than fixing problems. It is outcome-based and shows very specific results.

Erickson’s approach to coaching combines these key elements, giving coaches the real techniques and methodologies needed to help people realize we all have the necessary skills within us to thrive and become our best selves.

Marilyn Atkinson

Founder & President
Erickson Coaching International

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No matter where a person is in life, they will always benefit from more professional flexibility and creativity; closer relationships and a deeper, richer, and more meaningful life.



Erickson's *Solution-Focused* coaching methodologies guide people toward a clearer comprehension of their own unique path and creates a framework to assist them in achieving their desired outcomes.

Why Solution-focused Coaching?

One of the fundamental premises of Solution-Focused thinking is the notion that “what we put our attention on, we get more of it in our lives.”



The brain is designed so that anything we focus on intensely becomes real through our ‘as-if’ neurological frameworks.

By exploring future success scenarios with clients, Solution-Focused coaches can assist them to build a solid plan, supported by a set of positive visualizations.

Solution-Focused Coaches:



1 Ask **powerful questions** intended to align their clients' aims and priorities with their core values and heartfelt motivating factors.



2 **Empower** corporate teams to think deeply about all aspects of their projects and maximize the value of the personal diversity of the team.



3 Implement **Solution-Focused** coaching tools necessary to help their clients to manage their projects effectively and to feel more confident in their decision making skills.

Solution-Focused Coaches:



4 **Expand towards future solutions** by supporting their clients to relax, listen to themselves, and develop a blueprint for effective solutions.



5 Generate **creativity** and support their clients to develop a deeper engagement with their life and professional projects.

Using proven Ericksonian **Solution-Focused** techniques and powerful methods from NLP (Neuro Linguistic Programming), **Erickson Coaches** are able to hold a space for their clients to direct their energy in a positive way towards their desired outcomes and a more joyful life.

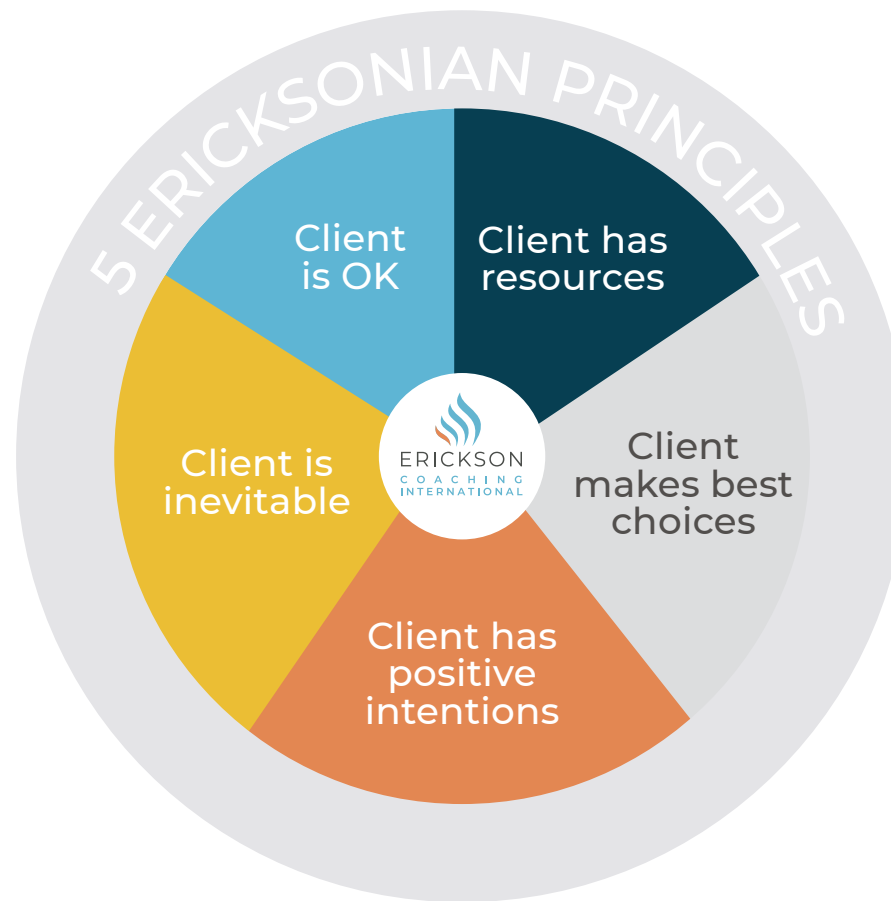


When a client undergoes *Solution-Focused* coaching,
all areas of their life are transformed.



Whether it's the team they are a member of, or their personal
relationship circles, coaching clients become leaders in vital areas of their life,
creating *powerful* and *purposeful* living.

5 Solution-Focused Ericksonian Principles



Learn more about
Solution-Focused
Coaching
by visiting
erickson.edu