



The International TRAINER'S TRAINING

Program *introduction:*

Engage, inspire, and influence your audiences. Elevate your presentation and facilitation skills with Erickson's The International Trainer's Training program.

This program **is for you if you want:**

- ~ To lead your audiences with a confident, authoritative but authentic voice
- ~ To both relate to and engage your audiences for optimum knowledge transfer
- ~ To make a lasting impression, whether your mission is education, sales, coaching or brand building
- ~ An interactive program with a focus on powerfully and positively influencing others



If you are asking yourself:

- How do I build trust in an age of disinformation?
- How do I navigate Zoom fatigue?
- How can I overcome imposter syndrome?

Our program may be the answer. Erickson's The International Trainer's Training program is an in-depth and comprehensive approach to presenting, public speaking and course design so that you will present like a professional. This is not a superficial learning experience. It's a transformative one that will positively impact many aspects of your life, beginning with your authentic voice as a coach or leader.

"A comprehensive approach to presenting, public speaking and course design. This is not a superficial learning experience - it's transformative."



THIS PROGRAM IS FOR:

Anyone who regularly shares ideas, facilitates discussions, or engages audiences, **including:**

Coaches who:

- Are looking to lead powerful sessions and communicate with impact
- Are interested in conducting coach training sessions
- Are interested in developing facilitation skills to better promote their services

“The two elements that contribute the most to the presentation are voice (38%) and non-verbal communication (55%). The content of the presentation is only about 7%.”
([Business Insider](#))

Leaders & Facilitators who:

- Want to present with confidence and engage their teams effectively.
- Are interested in hosting effective delivering impactful presentations
- Are interested in elevating employee engagement, improving performance, and achieving an increased bottom line

“Leaders who relate to their teams and inspire action are critical to business success. **Employees’ perception of authentic leadership serves as the strongest predictor of job satisfaction** and positively impacts work-related attitudes and happiness.”
([Leadership & Organization Development Journal](#))

Content Creators & Educators who:

- Seek to design and deliver compelling learning experiences.
- Are interested in promoting and selling ideas, courses, services, or products
- Are interested in leveraging their expertise with their brand/company

“More than 35 million PowerPoint presentations are given every day to over 500 million people. **Most people stop listening to a presentation after the initial 10 minutes.**” ([Forbes](#))

After attending this program, **you will walk away with the ability to:**

- **Develop courses** of your own, including workshops, presentations, and seminars
- **Connect with** your audience on a deeper level and engage them
- **Expand your** skill set from one-on-one coaching to presenting to a group or team effortlessly
- **Express your** unique talents and authenticity as a presenter
- **Build trust** within a group and handle objections effectively
- **Apply Erickson’s** unique human development principles in an interactive, learner-centered presenting approach



ICF (The International Coach Federation) CCE units

Course 1 provides 24 units

Course 2 provides 24 units



THE INTERNATIONAL TRAINER'S TRAINING

Program Curriculum

Course 1: The Art & Science of Presenting

Engaging and Involving Your Audience

- Learn skills on how to create rapport and trust with your audience, capture and keep their interest.

Prep and Present Like A Pro

- Discover well-designed strategies for preparation, rehearsal, set-up and presentation.

Making It Memorable

- Gain methods in sequencing, grouping and ordering your ideas and content.
- Focus on and apply whole system thinking for lasting learning and impact.

Create A Common Thread

- Establish the value of systemic thinking using visuals and through applying diagrams.

Working With Beliefs

- Elicit and foster helpful views and beliefs to augment the learning environment.
- Move beyond 'content presentations' into the larger form of the workshop.

Engage Your Audiences With Stories

- Explore and utilize transformational and embedded metaphors.
- Tell inspirational stories to deepen and expand your message.

Choosing Your Words Wisely

- Recognize the keys to transformative conversations.
- Learn how to use active language.



Course 2: The Art & Science of Course Design

Learning Methods Made Easy

- Discover some of the core NLP (Neuro-Linguistic Programming) training methods.
- Benefit from using accelerated learning methods.

How To Handle Objections

- Explore how to handle objections in group settings.
- Effectively work with different agendas and types of questioning from your audience.
- Develop the ability to observe emotional state changes in your group.

Creating Practical Demonstrations

- Discover the key elements of effectively delivering engaging demonstrations.

Designing Learning Activities That Create Value

- Design exercises that provide practical value.
- Provide feedback to participants that is well received and implemented.

Putting It All Together: Designing The Full Course

- Learn how to use a time-tested method to build your course, workshop or presentation.
- Create powerful energizers that support your presentation's themes.
- Design powerful succinct learning outcomes that frame your presentation.
- Ensure your presentation or course has cohesion and forms a powerful whole.

Awareness And Perception

- Learn about the flexibility of shifting your perceptual positions.
- Develop an 'observer position' as a presenter, allowing you to read your audience and be present to them all.

Exploring The Group Field

- Recognize how to bridge into the larger intention of the group and learn to tune into the 'mind potential' of the group.
- Discover the possibility of working within the framework of a joint knowledge of your audience.



What do you get when studying The International Trainer's Training program through Erickson?



56 hours of training



You will be provided with **course materials**



Onsite: **Each course is 4 days**

OR



Online: **Each course is 8 weeks**



Sessions will include **practice groups, assignments and exercises** to drive knowledge retention



Sessions are structured to be **learner-centred and highly interactive and practical.**



You will be provided with access to Erickson's state-of-the-art Learner Management System: **The Erickson Online Academy**



You will also gain access to **Erickson+, an international network of 55 000+ alumni**

Why Choose Erickson?

Flexibility. Enjoy a hybrid approach of in-person training and online learning through our cutting-edge online learner academy.

World-class training. Our programs are skills-based and informed by neuroscience. Train with expert facilitators with global and industry-specific coaching experience.

Award-winning. The ICF awarded us 'Distinguished Coaching Education Provider' at the 2024 ICF Impact Awards.

World-renowned programs. Our accredited coach training includes the world-renowned program The Art & Science of Coaching™, as well as transformational life coaching courses Expanding Emotional Intelligence, The Art & Science of Mindfulness, Coaching Competencies for Leaders, Neuro-Linguistic Programming (NLP), and many more.

Tools & Support. From human-centric support to a tech-forward learner platform and ongoing connection in our Erickson+ app, your success is our priority.

ICF Accredited. We are proud to be one of the only coach educators ICF accredited to provide level 1, 2, and 3.

Longevity. We've been in business for 45 years.

International reach. We are the most global coaching school in the world, boasting a network of over 55 000 alumni, coaches in 125 countries and over 40 global partners.

Have
questions?

Need
more info?

Chat
to an
advisor