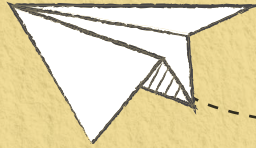


# Become a Coach in Austin, Texas

If you're enrolled in *The Art & Science of Coaching*™ Level 1 or Level 2, you can join us in Austin, Texas when you complete your Essentials Course.

# Explore Like a Local

## 5 things to do in Austin, Texas



- 1. Lady Bird Lake and Hike-and-Bike Trail:** Enjoy scenic walks or rent a kayak for a peaceful paddle on this central lake surrounded by urban greenery.
- 2. Texas State Capitol:** Visit this historic landmark, featuring beautiful architecture and free guided tours, to learn more about Texas's vibrant history.
- 3. South Congress Avenue (SoCo):** Explore this lively neighborhood filled with eclectic boutiques, quirky shops, live music venues, and renowned food trucks.
- 4. Barton Springs Pool:** Dive into this natural spring-fed pool, a refreshing retreat and a quintessential Austin experience.
- 5. Live Music on 6th Street:** Known as the "Live Music Capital of the World," Austin's 6th Street is perfect for catching local performances and soaking in the city's music culture.









## Erickson's History *with Onsite Training*

**Erickson 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. In 2015, with the goal of reaching even more people, Erickson launched an online global academy. However, the experience of onsite coach training has always remained at the heart of Erickson's programs.

**Erickson is excited to offer the immersive experience of onsite coach training** in a variety of must-see locations including Austin. To allow you the flexibility to experience both methods of training, we have also pioneered a blended option where you can select to complete modules in whichever combination of online and onsite best suits your needs.

## The Benefits of *Onsite Training*

-  **Unobstructed** learning time away without distractions
-  **In-person** networking
-  **Building strong,** life-long friendships
-  **Enjoy world class** international trainers
-  **In-person** coaching practices
-  **Fast track** your coaching credential



# The Erickson Methodology

Erickson Coaching International pride ourselves in our world class Solution-Focused coaching methodology. Erickson's Solution-Focused methodology is grounded in neuroscience.

## The 4 Pillars of Erickson Coaching

A Solution-Focused approach to coaching moves your clients towards their desired future outcomes, instead of concentrating on past experiences or reasons for present dissatisfaction.

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

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

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

## Erickson and the

## INTERNATIONAL COACHING FEDERATION (ICF)

### 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?

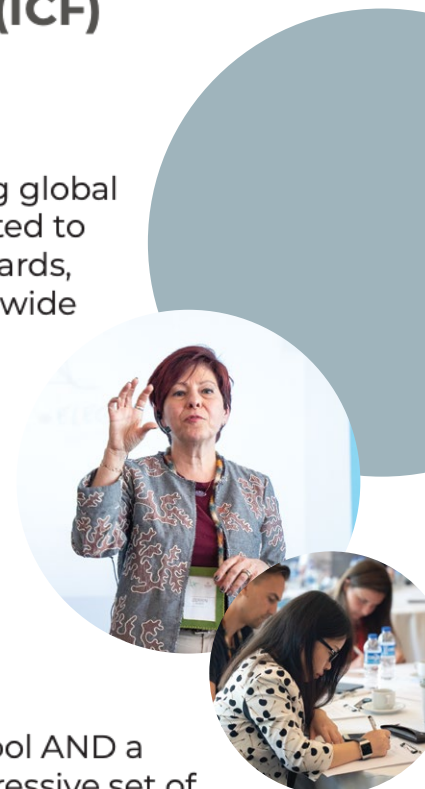
There are 3 levels of coaching certification by the ICF:

**Accredited  
Coach  
Certification**

**Professional  
Coach  
Certification**

**Master  
Coach  
Certification**

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.





# The Art & Science of Coaching™ Level 1

## Structure

### The Essentials Course

- 8 onsite training days (Part 1 & 2 are 4 days each)
- 16 hours of independent study in our online academy

### Level 1 Mentor Bundle



- 3 individual mentor sessions
- 2 group mentoring sessions

### This course 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 in an environment** that requires intense people engagement and motivation
- want to qualify** as a coach to start your practice as soon as possible.

### 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 fulfil ICF requirements.)
- an understanding** of the coach competencies required for certification
- basic solution-focused** coaching skills 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.

## **NEUROSCIENCE OF Life Patterns**

You learn how the mind creates overwhelm, stagnation, thoughts, patterns and habits that hold people back from achieving what they want for their lives. As a coach in training, you will learn a new model for listening “meta-listening”- listening for and being able to artfully hear the cues and clues of “the message that lies in the words and beyond the words”.



## **Course Curriculum**

## **BUILDING Resourcefulness**

You learn the techniques that help clients to become resourceful. The fundamental coaching skill of asking meaningful, powerful and clarifying questions is developed strongly. You learn to ask these questions from a neutral, non-judgmental and deeply curious place that holds the space for your client. In a partnership with your client, you can explore possibilities, build proficiencies, and plan strategies for progress and actionable future outcomes.

## **ENVISION A Different Future**

These coaching skills equip you to support your clients to feel what it is like to really be heard and understood, and in a partnership to develop their inspiration and possibilities for their future. The goal is to co-create more clarity, certainty and confidence in what is truly meaningful in their lives. The training focuses on the skill-sets, mindset and foundational models as powerful tools to take people to their purpose, vision and inner values. You learn how to help people connect with who they want to become in the world.

## **PLANNING AND Implementation**

You learn more about planning, implementation and action, and more deeply about HOW to help people prioritize their decisions. The focus is on how to help people get into a resourceful state so that they have the agency to take the steps. The training teaches coaches how to gain momentum and measurable progress. Human beings need to have a sense of progress to keep motivated.



# The Art & Science of Coaching™ Level 2

## Structure

### The Essentials Course

- 8 onsite training days  
(Part 1 & 2 are 4 days each)
- 16 hours of independent study in our  
online academy



### The Advanced Applications Course

- 16 live sessions-  
3 hrs 15 mins per session
- 13 facilitator led live webinars
- 2 facilitator led live coaching labs
- 1 facilitator led live review
- AND**
- 16 hours of independent study

### Level 2 Mentor Bundle



- 6 individual mentor sessions
- 1 group mentoring sessions
- 1 Oral Assessment

## This course 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.

## 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.

## VALUES

You learn profound tools that support people to touch the core of who they are as human beings. You learn as a coach how to solicit what is most important so that there is an alignment of “heart and mind” of “dreams and goals”. When people are aligned with their values they are able to achieve success for themselves, by their own standards.

## IDENTIFYING Obstacles

You learn how to guide clients to identify external and internal obstacles. Internal obstacles include limiting beliefs, ineffective thinking, old patterns, habits, triggers, fears or a restrictive mindset. External obstacles can be objections by others, time, cash flow, logistics or red tape.

# Course Curriculum

## DEEP Coaching

Learn how to embody the ethics and proficiencies as a highly capable professional coach. With advanced PCC level skills you learn how to artfully hold a space for your clients at the deepest levels. You learn this by mastering the deep mindset patterns and programs and how they show up in language. Using linguist science you can shift clients by bringing new awareness and consequent breakthroughs. You will study some of the most significant patterns that people utilize to construct their unconscious patterns that impact every aspect of who they are, how they perceive themselves in all arenas of their lives.

## FOSTERING Commitment

You learn how to develop deep commitment and intrinsic motivation that helps you to go deeper with your clients into their inner being, value systems and to aid them to build up courage to move towards mastery in their lives. The goal is to assist clients to strengthen their commitment so that they can experience meaningful progress and fulfillment as they are aligned with what really matters to them.



## MENTORSHIP Sessions

In these sessions, you work in groups and in individual one:one settings with a coach mentor of your choice. The focus is on your coaching competencies at the end of your training. You get very personalized input into how you can improve your skills so that you easily fulfil the requirements of a professional coach.

## ETHICS AND ICF-PCC Competencies

In all PCC level lessons you reinforce the core ICF competencies to coach at a professional level. These skills take much practice, watching professional demonstrations and ongoing mentorship to integrate the skills. The masterful coach facilitators help you to develop and integrate your expertise in each of the competencies that you will need to pass your recordings and oral assessment.



# Planning your onsite Coach Training trip?

## Best Selfie Spots

- “Greetings from Austin” Mural – A classic and colorful postcard-style mural.
- Congress Avenue Bridge – Catch a selfie at sunset, especially during bat season.
- Mount Bonnell – A scenic view overlooking Lake Austin and the city skyline.



## Bucket List Activities:

- Witness the bat migration at Congress Avenue Bridge.
- Indulge in authentic Texas BBQ at Franklin Barbecue.
- Dance to live music on the legendary 6th Street.



## Words That Describe Austin

- Quirky
- Musical
- Friendly

