

EGYPT 2023

# WORLD GAME REIMAGINED

*Building the Impossible*



23-30 March 2023



**Dare to create...to innovate...to  
reimagine... to build the impossible.**



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# WELCOME TO EGYPT

Considered the birthplace of civilization, Egypt is a unique country; a destination full of magic and history that offers its visitors an unforgettable experience. From breath-taking desert scenery, cyan Red Sea to the wonders of the pyramids, in this ancient wonder, you will have the opportunity to immerse yourself in a fusion of adventure, culture and mystery.

## HISTORY:

Built around the banks of the Nile River in 3000 BC, Ancient Egypt was a prosperous civilization that excelled in mathematics, astronomy and linguistics. The Egyptians were deeply spiritual. They were also avid record-keepers and to keep track of important information they developed papyrus, which would then become paper, and hieroglyphics, which was the source of modern writing.

Today, the most well-known remnants of the empire are the 118 pyramids spread throughout Egypt; elaborate tombs created as vessels for ancient leaders to enter the afterlife. The pyramids are a testament to the determination, innovation and ongoing legacy of Ancient Egypt.

Scan to watch our World Game video!



## DID YOU KNOW?

-  **The Egyptian** Empire ruled for over 3000 years.
-  **Inventions by** the Ancient Egyptians include paper, written communication, the 365-day calendar and many elements of modern day measurement.
-  **Egypt is the** 2022 host for the Global Climate Change Summit
-  **Egypt has** been host to the most number of Ancient Wonders of the World
-  **The title “Pharaoh”** was only coined after Egyptian times

# Our connection to Egypt

Ancient Egyptians were deeply connected to nature. After all, the Nile River was undoubtedly the most important environmental feature that influenced the development of Egyptian civilization. In fact, Ancient Egyptian civilization was so dependent on the river life-source that it was worshiped as a god. It formed a deep part of their daily and annual rituals.

Every summer, the snow would melt from the inland highlands down the tributary rivers that feed the Nile. These gushing rivers, carrying dark nutrient-rich mountain silt would surge along the Nile River. The immense influx of water gushing downstream caused the banks of the Nile to burst. The flood waters then deposited nutrient rich soils along the plains of the Nile Delta, transforming them into arable land. As the water along the plains retreated, the Ancient Egyptians would plant their crops in the fertile soil. This rich land provided essential food to Egypt's population in an otherwise inhospitable desert land.

The Ancient Egyptian civilization took a strong stance to protect their environment and resources, which was deeply rooted in their beliefs about the afterlife. Ancient Egyptians believed that life on Earth was perfect and divine, but that it was merely a temporary interruption to the afterlife. This awe for life inspired the people of Ancient Egypt to live balanced and memorable lives regardless of their social class and standing. The desire to live meaningful lives was rewarded, and individuals were encouraged to have a positive influence on others. Gratitude was also believed to elevate a person's journey into the afterlife.

Given the embedded values of the ancient Egyptians - values that mirror Erickson's purpose to have a positive impact on people and our future world - Erickson is proud to host the Reimagined World Game in the beautiful Soma Bay, Egypt.

## World Game Reimagined: Building the Impossible

*"As coaches we ask ourselves what visionary life results we can create that will assist everyone to meet the huge challenges of today's world."* Marilyn Atkinson

In her book, *The World Game*, Marilyn Atkinson acknowledges that everyone plays games. Whether they be for fun, to succeed or for distraction, games are an intrinsic habit of the human psyche. However, Marilyn states that we “are held captive to the limitations of our self-set boundaries”. We already play a lifelong game of survival, inspiration and existence. Limiting this game to our own lives could be seen as playing small or operating in a small tank. So, how do we move from a tank to an aquarium and raise the stakes?

### Marilyn’s advice? “*Play a bigger game*”

The World Game challenges us to engage in meaningful projects with social impact in a way that is positive, playful and open to the inclusion of other players. To truly begin to expand your thinking...those who are crazy enough to set out to change the world are the ones who usually do! But...how to start? The first World Game Erickson Summit was hosted in London in 2012 and saw Erickson partners, facilitators and coaches journeying from around the world to join a solution-focused summit to collectively enlarge their tanks by co-creating initiatives that would have real impact. The second World Game was held in Antalya, Turkey and focused on connection with the goal of inspiring an avalanche effect for human consciousness.

The World Game Reimagined is the next iteration of this transformative concept. In Soma Bay, Egypt 2023, the aim is to connect and co-create teams that will unite to make a small, yet significant social impact. Through a focus on ‘playing the long game’ attendees will be engaged in a transformative experience that challenges them to think bigger, and to work as teams to co-create and structure their impact. The goal over time is to create a global tipping point by planting the seed of sustainable projects touching 3% of the world’s population. This number has proved to be the smallest amount needed to influence the world on a global scale.

# Egypt Conference Agenda

## 17-20 March 2023

### PRE-CONFERENCE TRAINING

The Art & Science of Transformational Training (Part 1) with Marilyn Atkinson

## Thursday, 23 March

### ARRIVAL AND WELCOME

<b>3.00-5.00pm</b>	Erickson Partners, Facilitators and Head Office Meeting
<b>5.00-6.30pm</b>	At leisure
<b>6.30pm</b>	Welcome by Marilyn Atkinson Keynote by Dumi Magadlela PhD (Vice-chair of ICF) Facilitated and Fun Networking (Taking the Work out of Networking)

## Friday, 24 March

### REIMAGINED WORLD GAME ACTION-LEADERSHIP PROGRAM

<b>Before 8.30am</b>	Yoga and Meditation on the beach   Breakfast
<b>8.30-1.00pm</b>	World Game: Introduction by Marilyn Atkinson “Promises, Promises” by Mary-Ellen Edlington
<b>1.00-2.30pm</b>	Lunch
<b>2.30-5.30pm</b>	Co-creating the Building of the Impossible
<b>5.30-6.30pm</b>	At leisure
<b>6.30-7.30pm</b>	Cocktails and Facilitated Networking
<b>7.30pm</b>	Dinner

## Saturday, 25 March

### REIMAGINED WORLD GAME ACTION-LEADERSHIP PROGRAM

<b>Before 8.30am</b>	Yoga and Meditation on the beach   Breakfast
<b>8.30-1.00pm</b>	“Ubuntu Lekhotla” by Dumi Magadlela
<b>1.00-2.30pm</b>	Lunch
<b>2.30-5.30pm</b>	The World Game: Co-creating the Building of the Impossible
<b>5.30-6.30pm</b>	At leisure
<b>6.30-7.30pm</b>	Cocktails and Facilitated Networking
<b>7.30pm</b>	Dinner

## Sunday, 26 March

### HALF-DAY COACH AND LEADERSHIP DEVELOPMENT

<b>Before 8.30-11am</b>	At leisure
<b>11.00-1.00pm</b>	Half Day Workshop   You may select one workshop to attend
	<input type="checkbox"/> Parenting the New Generation   Nadezhda Mihaylova
	<input type="checkbox"/> Advanced Mindfulness   Gaurav Arora
	<input type="checkbox"/> Building Coach Mastery Through Advanced Metaphors   Zerrin Baser
	<input type="checkbox"/> Neuro Linguistic Programming Skills for Coaches   Richard Hyams
<b>1.00-3.00pm</b>	Lunch
<b>3.00-5.00pm</b>	Half Day Workshop continued
<b>5.00-6.30pm</b>	At leisure
<b>6.30-7.30pm</b>	Fireside chat with Dumi Magadlela
<b>7.30pm</b>	Dinner

## Monday, 27 March

### TWO-DAY COACH AND LEADERSHIP DEVELOPMENT

**Before 8.30am** Yoga and Meditation

**8.30-10.30am** Day 1 of 2-Day Course |

You may select one course to join

- How to Live an Enlightened Life: Holding The Paradox & Life's Four Pillars: The Power of Taking Coach Position | Marilyn Atkinson
- Achieving the Impossible with Powerful Negotiations | Peter Stefanyi
- Building your Sales Capabilities | Mark Berger
- Building Future Organizations | Gaby Da Silva
- Coaching Mastery | Jo-Ann Harris

**10.30-11.00am** Tea Break

**11.00-1.00pm** Day 1 of 2-Day Course continued

**1.00-3.00pm** Lunch

**3.00-5.00pm** Day 1 of 2-Day Course continued

**5.00-6.30pm** At leisure

**6.30-7.30pm** Cocktails and Facilitated Networking

**7.30pm** Dinner

## Tuesday, 28 March

### TWO-DAY COACH AND LEADERSHIP DEVELOPMENT

**Before 8.30am** Yoga and Snorkel

**8.30-10.30am** Day 2 of 2-Day Course continued

**10.30-11am** Tea Break

**11.00-1.00pm** Day 2 of 2-Day Course continued

**1.00-3.00pm** Lunch

**3.00-5.00pm** Day 2 of 2-Day Course continued

**5.00-6.30pm** At leisure

**6.30-7.30pm** Fireside Stories with Marilyn Atkinson

**7.30pm** Dinner



## Wednesday, 29 March

FULL-DAY EXCURSIONS AND LEISURE ACTIVITIES

- 8:30am** Optional Excursion  
Visit the Tomb of Tutankhamun in Luxor, OR  
Fun Golf tournament, OR  
Full-day snorkeling and/or diving trip
- 6.30-7.30pm** Official closing by Marilyn Atkinson | Fun Farewell  
to all new friends
- 7.30pm** Dinner

## Thursday, 30 March

AT LEISURE / DEPARTURE

### World Game outcomes:



# WORLD GAME AGENDA: 24 and 25 MARCH

The Reimagined World Game has the purpose of uniting coaches and leaders in an action-based leadership program to implement impact projects. It has a renewed and more structured format and process that aims to strengthen the outcomes of the program. Here is what you can expect:

Participants will engage in immersive training to develop a global mindset and then will work in diverse teams that will need to collaborate to form a project that will have sustainable global impact by working with a team that has a common purpose and vision. The new program will be piloted, inviting participants to be trained through some experiential learning and to develop a project, scope it, deliver on it and be accountable to the greater team for the impact that they have committed to making. The experience in Egypt will be the formation of the program that will run in a structured format over 9 months. Participants will have the following opportunities:

- An immersive learning experience on working and leading with a global, systemic mindset
- Formation of and development of a diverse team bonded by a common purpose to have positive impact
- Facilitated "circles of excellence" every throughout the 9-month program to deepen commitment, ensure project progress, develop competencies, and learn from peer successes
- Town Hall connections to report back to the global community on progress and obstacles
- Access to tools such as project management, specific subject area tools, business development, partnership and networking tools
- A final showcase that will demonstrate impact and commitment to outcomes to the global community
- An opportunity to develop and strengthen a global mindset by connecting with people from across borders.

## WHAT PARTICIPANTS WILL LEARN:

- Team-based skills
- Negotiations skills
- Partnering and business development skills
- Working virtually to achieve success.
- Cross-cultural and cross-border engagement

As one part of the WorldGame program, the following experiential learning will be offered:



# Dumi Magadlela PhD

(ICF Global Vice-Chair Person)

EXPERIENTIAL LEARNING AS PART OF WORLD GAME PROGRAM

## Ubuntu Lekhotla

**DATES 25 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

Ubuntu is an isiZulu word found across southern Africa which directly translates to mean, “I am because we are.” While the practice of Ubuntu has a long history in African culture, it was most globalized by Nelson’s Mandela’s greatest gift: his recognition that people are all bound together in ways that are invisible to the eye; that there is a oneness to humanity; that people achieve their highest selves by sharing themselves with others, and caring for those around them. Dumi believes that Ubuntu is a global phenomenon that is best understood experientially.

Dumi has developed a unique model of coaching called Ubuntu Team Coaching, which unleashes the true scope of human potential by expanding our collective consciousness and strengthening our connection to our broader ecological community.

In this half-day workshop, delegates will experience process of Ubuntu called the Lekgotla, which is a facilitated group coaching process that solicits a deep dialogue about significant human issues in a way that builds self-awareness, understanding, group connectedness and a uniting purpose. The process is one that participants have described as engaging, transformative and inspiring.

### PROFILE

Dumisani is an executive coach, team coach, organizational “people whisperer” and a human development practitioner. He co-founded the Ubuntu Coaching Foundation (UCF) at The Coaching Centre, where he is a senior faculty member. He is also a core faculty member at the Global Team Coaching Institute, as well as a part-time faculty member at the University of Stellenbosch Business School. Dumisani serves as a trustee on the ICF Foundation Global Board of Trustees. He works with Ubuntu (“I am because we are”).

# Mary-Ellen Edlington

EXPERIENTIAL LEARNING AS PART OF  
WORLD GAME PROGRAM

## “Promises, Promises!”

### **DATES 24 March 2023**



#### **PROGRAM OUTLINE AND OUTCOMES:**

Promises, Promises! Immersive Learning Workshop: No one is an island within any organization or within the world. Working counter to this is the reality that people tend to build borders where they can't see beyond their own job, immediate needs and the greater sustainable good for all of humankind. When this attitude spreads, the symptoms are obvious: distrust, self-serving behavior, broken commitments and a paradigm that puts immediate rewards or benefits ahead of the long-term purpose. In this experiential learning program, Promises, Promises!, participants are put to the test to overcome distrust, barriers, and flawed communication to ensure that they meet their commitments for a greater good. Through the power of experiential learning, participants see the importance of being a truly united organization and humanity – one where trust and collaboration reign and objectives in the organization as well as the world are exceeded. As a result of the experience, participants develop key skills based in productive collaboration, open communication, and results-focused teamwork. The immersive experience will lay the foundations for the formation and scoping of a World Game project that will have real and sustainable impact, while developing participants' skills.

#### **PROFILE:**

Mary-Ellen is an engaging host and communicator, facilitating welcome and open dialogue that truly draws people in. She is passionate about building diverse connections and communities that invite new ways of seeing and being. Her love is to bring people together, always championing the co-creation of powerful futures - futures driven by the unique abilities we possess and marked by kindness, inclusion and sustainability.

For over 25 years she has led, learned and facilitated learning across diverse industries and roles in both the private and public sector - a journey which introduced her to Eagle's Flight early in her leadership career. So deep and lasting was the impact of experiential learning, Mary-Ellen joined the Eagle's Flight Team in 2016 as a Lead Facilitator of the Living Leadership Program. Her contributions have continued in the areas of Leadership Development; Diversity, Equity & Inclusion; Analytics, Performance & Design as well as Individual and Team Coaching Initiatives. Most recently, Mary-Ellen has stepped into a new role where she will take the lead in driving Eagle's Flight's Facilitation Excellence initiative.

Mary-Ellen is a Certified Coach with the International Coach Federation and served as the People and Change Lead for Erickson Coaching International. She draws on her work in these roles, and others, bringing the hard-earned wisdom that comes from leadership experience to her role as a facilitator.

One final and important thing to know about Mary Ellen is that she bravely holds her own in a home of all boys. Along with her husband – and most favourite adventure partner of 25 years – they parent 3 active boys, a host of international students and any and all friends either brings home.

# HALF-DAY TRAINING OPTIONS: 26 MARCH



## OPTION 1: Nadezhda Mihaylova

HALF-DAY TRAINING

## Parenting the New Generation

**DATE 26 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

The purpose of this program is to empower parents to face the challenges of today's world with a solution-focused approach. It aims to introduce other continuing training opportunities with Erickson that will further help them develop as parents and human beings, while inspiring the use of Erickson+ as a platform for continuing the conversation, the experience and the growth.

At the end of the workshop participants will leave relaxed, with confidence and trust in themselves as parents and facilitators, and interest in the solution-focused coaching approach to parenting. Because of the very personal topic, lasting bonds between participants on a very deep level will be created.

The workshop will be in group coaching format (demonstrating Erickson's approach to training and coaching) and will cover the following topics:

Who is the New Generation Parent?

What are the challenges facing the New Generation Parent?

What will our children's future world look like, beyond our time?

How do we switch to a mindset of solution-focused, values-based thinking as a parent ?

Coaching tools and techniques for tapping into coach mindset and dealing with the 21st global challenges.

### PROFILE

Nadezhda Mihaylova is a professional coach, a mentor coach and an international trainer on enhancing personal growth and leadership capacity. She has more than 20 years of experience on four continents. She is a member of the international faculty of Erickson Coaching International, Canada and is a facilitator of the renowned ICF accredited program "The Art & Science of Coaching" and a lead facilitator of the innovative program "Parent as Coach". Nadezhda has a can-do attitude and is passionate about the solution-focused, values-based approach to business and life. She is a mother of 4 children (18, 16, 14 and 6 years old) and has been successfully applying the coaching approach at home since she became a coach 12 years ago.



## OPTION 2: Gaurav Arora (MCC)

HALF-DAY TRAINING

### Advanced Mindfulness

**DATE 26 March 2023**

#### **PROGRAM OUTLINE AND OUTCOMES**

This is a half-day program for individuals who are practicing coaches who would want to further strengthen their coaching practice by being more grounded. Practicing mindfulness can help you to regulate your emotions while you are in session without getting pulled into the content. Mindfulness practice also helps you to become more conscious and attentive as you step back in objectivity in a coaching conversation.

Mindfulness also instills in you the ability to relate to others and yourself with kindness, acceptance, and self-compassion. It allows you to practice coaching with openness, non-judgement, curiosity, and compassion. The course will cover the various dimensions of mindfulness, mindfulness of breath & thoughts, and mindfulness of emotions & the practice of loving kindness.

#### **PROFILE**

Gaurav (MCC) has 17+ years of rich experience in the professional services industry as a Facilitator, Coach and Speaker, with a strong track record of building high-performing leadership teams. As a facilitator, he has been recognized for creating stimulating, immersive and interactive learning environments, encouraging participation and individual creativity. As an Executive Coach, he works to dismantle barriers which come up in the workplace for leaders by helping them to fulfill their intent. A storyteller by heart, he leverages various methodologies and techniques to put his point across and create the breakthrough. Ontology has influenced his work in a significant way and he loves designing and delivering long term interventions using visual facilitation, storytelling, and experiential learning activities. Gaurav's understanding of the profound effects—on oneself and on others—of communication excellence, presentational style, and leadership presence has resulted in his working worldwide, with C-Suite executives and large corporations. Gaurav has coached many TEDx speakers before they go, prepare and deliver their final TEDx talk.



## OPTION 3: Dr Zerrin Baser

HALF-DAY TRAINING

# Building Coach Mastery Through Advanced Metaphors

**DATE 26 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

The purpose of this course is to inspire coaches to uplevel their coaching skills towards a co-creative, transformational coaching relationship with the client. The focus will be on understanding the importance and usage of metaphors in coaching, learning ways of challenging the client towards transformation, having a sound perspective on how the human history and emotional baggage can be transformed by changing the stories, and being able to take a profoundly deep, compassionate coach position.

The WorkShop will focus on answers to these questions:

- What is a metaphor and how is it linked to our psycho-neuro-biology?
- How do ego development theories relate to this topic?
- How is creativity related to metaphors?
- Is it possible to change the history of the self, even the history of humanity?
- How do our shadows relate to our stories?
- How can a coach challenge the client towards a future oriented, positively stated metaphor?
- How can a coach develop and use the skills to assist the client by using a deeper language?
- What are some ways to bring more joy, compassion and inclusion towards understanding the space of unity in any coaching communication?

### PROFILE

As an ICF-accredited Master Coach (MCC), Zerrin provides coaching services and leadership programs especially for senior managers and leaders. She conducts training and various studies for the development of the professional coaching profession in Turkey and in the world. Since July 2008, she has been the representative of Erickson Coaching International's education in Turkey and TRNC. Erickson organizes The Art and Science of Coaching and NLP – Neuro Linguistic Programming certification programs in Turkey and the TRNC, especially in Istanbul, Ankara and Izmir. As a trainer and advisory board member of Erickson Coaching International, Dr. Başer works as an international trainer in European Countries. She has over 5,000 hours of professional coaching experience.



## OPTION 4: Richard Hyams

HALF-DAY TRAINING

# Neuro Linguistic Programming Skills for Coaches

**DATE 25 March 2023**

### **PROGRAM OUTLINE AND OUTCOMES**

Neuro-Linguistic Programming (NLP) is the systematic study of human communication and how humans create their reality. NLP is often known as the study of replicating excellence, as it tries to answer the question, "How do successful individuals consistently achieve the results they do?" Successful people have naturally created productive strategies, which they can repeat and map over to different areas of their lives.

NLP for Coaches is a coaching mastery course designed to equip you with a deeper understanding of NLP theory and practices. The skills you will learn will help you recognize and change the structure of clients' habits and enable their personal growth.

### **PROFILE**

The overarching theme of Richard Hyams' professional life has been a mission to energize others toward mastery of powerful communication skills and to stand in and own their unique contributions as a source of power. As a Performance and Presentation Mentor Coach, he assists others to present themselves powerfully and create well-polished seminars for exceptional results. As a Life Mastery Coach, Richard uses his coaching expertise to support individuals to move through fear, engage their emotions effectively, and become the prime creative force in their own lives.

In his capacity as Trainer and Facilitator, he draws on his understanding of Accelerated Learning techniques, his theatre sports background, as well as his vast knowledge of the field of human excellence. Richard's presentations are known to be concise, engaging, informative, and infused with energy. Participants walk away with both confidence in the skills learned and an experience that is dynamic and entertaining.

Richard's training background includes over 1,500 hours of facilitation of human development and communication programs such as the Art and Science of Coaching and NLP Certification.



# TWO-DAY TRAINING OPTIONS: 27 & 28 MARCH



## OPTION 1: Peter Stefanyi (PhD)

TWO-DAY TRAINING

# Achieving the Impossible with Powerful Negotiations

**DATES 27 and 28 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

To achieve the impossible in terms of achieving success means getting great measurable results from negotiations, while creating value, maintaining and developing long term relationships.

The course will enable delegates to understand the types of negotiation, main dimensions of negotiations on an overall map of negotiations, as well as how to distinguish and use tools to improve results, relationships, and assess current negotiation status. Attendees will also learn to track progress and design further plans for improvement. The participants will assess their progress in use of negotiating skills by the end of day two.

The training is for participants wishing to improve negotiations skills for themselves. In this 2 day version, the training will focus on improving individual negotiation skills hence there is no team negotiation exercise in this training.

### PROFILE

Peter Stefanyi, Ph.D., MCC. has been aligned with Erickson College International since 2008 and he is a facilitator of Coaching Powerful Negotiations and Four Quadrant Quantum Thinking worldwide. Originally a physicist, Peter ventured into the business world and had several successful careers in business consulting, change management, as well as running his own businesses in production, financial services and human resources. This gave him a rich opportunity to master the art of negotiations and close a plethora of deals. The last deal of note was a sale of his own HR company with 350 employees in 2020, just two months before Covid hit the market. During his career as a change manager, Peter discovered the power of coaching and later became a coach and trainer of advanced programs for coaches. He took systems thinking as well as the art of negotiations to a new level and now trains negotiations and advanced patterns of systems and non-linear thinking. Peter coaches executives in production mainly in the automotive industry around Europe. He also trains leadership skills to first line managers in production companies. The duality of Mind and Matter is a lifelong fascination of his, and a source of continuing quest for knowledge, relations, awareness and wisdom. Peter brings the wonders of quantum physics and mathematics into the real life for people and assists them to expand their minds to new and unexpected areas. He co-authored two books, Dynamic Intelligence I and II, with Marilyn Atkinson. Peter climbs rocks and mountains in his spare time.



## OPTION 2: Mark Berger

TWO-DAY TRAINING

# Building your Sales Capabilities: The Art and Science of Influencing Prospects to make a Win-Win Buying Decision

**DATES 27 and 28 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

This course will be highly interactive including role playing activities and peer learning. Participants will be asked to arrive with their strategies, sales and concepts to work in a practical way that is specifically relevant to their roles in their organizations so that they can walk away with relevant action steps. Key skills and outcomes that attendees will walk away with are:

1. Improving Sales Attitude and Mindset
  - A new definition of selling
  - The Psychology of sales
  - Developing sales self confidence
  - Influencing others to buy our offering/s
  - Staying Positive in Tough Times
  
2. Developing a Successful Sales Strategy
  - Defining your target market
  - Researching your competitors / peers
  - Clarifying your offering / packages / rates
  - Refining your value proposition
  - Articulating your USP's and elevator pitch

### 3. Effective Marketing for New Business

- Designing a marketing strategy
- Growing your personal (or business) brand
- Effective use of social media
- Options for paid advertising
- Utilising networking opportunities
- Creating value by adding events
- Freemium and go giving tools
- When and how to get referrals from existing clients
- Cold calling tips & techniques

### 4. Honing your Sales Skills

- Utilising the A.L.R.T sales communication methodology
- Developing “Power Questions” for effective qualification
- Crafting compelling sales proposals
- 10 Powerful closing Skills
- Calendar management and planning Skills
- Objection handling skills

### 5. Creating a Customer Friendly Sales Process

- Mapping and refining your sales process
- Making important improvements.
- Creating amazing buying journeys
- When and how to follow up effectively
- Shortening your sales cycle
- Improving your closing ratios

#### **PROFILE:**

Mark Berger is the CEO of Mark Berger Training, a Cape Town based organisation specialising in unlocking human potential. Founded in 1996, the primary focus of MBT is to assist clients to achieve sustained behavioural change. Mark utilises his extensive business experience and proven training methodologies to improve the three key P's: People, Productivity and Profitability. He is passionate about teaching and delivering exceptional customer experiences with his training and speaking interventions. Mark's approach is direct, practical and relevant. He is not an academic, espousing complicated theories. He also steers away from the “RAH RAH” type of happy clappy motivation. Mark's powerful programs deal directly with the current productivity challenges faced by individuals, teams and organisations. He provides real tools and proven strategies to overcome these. In addition, Mark builds immediate rapport with his audiences through empathic interaction and quick humour. Mark's passion, professionalism and powerful visual presentation complete the package.



## OPTION 3: Gaby Da Silva

TWO-DAY TRAINING

# Building Organizations through Executive and Team Coaching Skills: a course for coaches and leaders

**DATES 27 and 28 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

If you are in the corporate world or want to make a difference in it, let us give you a glimpse into how you can build future organizations through your coaching skills. Erickson is excited to offer you a two-day workshop on coaching in the corporate world. Speaking from her experience in large organizations, from financial institutes, pharmaceutical organizations, Government, and Crown corporations to name a few, attendees will explore the most common requests from organizations, and learn how to meet those change / coaching requests. The course will include practicing coaching skills in doing so with case studies inspired by real corporate coachees.

The course will also cover the reality of coaching as a hybrid coach/mentor model. What could that look like? What are the advantages and traps? The focus will also be on dealing with HR and supervisor objectives for the leader as coach and mentor as coach, the internal ambassadors to corporate evolution.

More than one-on-one coaching, the other forms of coaching such as team coaching for managers, group coaching, and coaching beyond natural teams will be explored. Identifying opportunities in organizations and how to service those opportunities is also an area that this course will work through.

### PROFILE

Gaby Da Silva is a Professional Certified Coach specializing in Executive Coaching and Leadership. She is an ICF Mentor, as well as a certified trainer in the field of leadership, team development, coaching in the workforce, as well as health and post-traumatic stress. She founded her own Coaching and Facilitation Firm in 2012. Her clients are mostly provincial and federal ministries, large crown corporations and top 100 businesses in Quebec and Canada. She previously worked as an international coach for the Anthony Robbins Company in state mastery.



## OPTION 4: Jo-Ann Harris (MCC)

TWO-DAY TRAINING

# Building Coach Mastery Skills

**DATES 27 and 28 March 2023**

### PROGRAM OUTLINE AND OUTCOMES

This workshop is appropriate for coaches, facilitators, mentors and supervisors, and anyone interested in expanding their capability as a coach.

The focus will be on expanding into deeper PCC Level Coaching. Through discussion, practice, exercises and reflection, we will explore the ICF competencies and how to enhance PCC Level Coaching. There will be an emphasis on partnering.

The course will then stretch attendees into some basic MCC Level Coaching as defined by the ICF core competencies. Through discussion, exploration, reflection, and activities, we will engage in skills mastery.

### PROFILE

Jo-Ann Harris has been a coach since 1998. She began her coaching career as an internal business coach in a large organization working primarily with management groups and teams. Jo-Ann then accepted the position of Program Coordinator for the Performance Coaching Program at Algonquin College. She has been with Erickson for over 13 years, as the Director of Training. Jo-Ann is responsible for the global mentoring and oral assessment processes for Erickson. She is also a proud member of the mentor team and a senior course facilitator. In addition to her responsibilities at Erickson, Jo-Ann is the Managing Consultant of her business, "The Coach Alchemist", in which she offers corporate coaching and training, and coach development. More recently, Jo-Ann is most focused on the development of coaches through coaching, mentoring, consulting, and coaching supervision.

## OPTION 5:

# Dr. Marilyn Atkinson

TWO-DAY TRAINING (2 x 1-DAY COURSES)

DAY 1: HOW TO LIVE AN ENLIGHTENED LIFE:

## HOLDING THE PARADOX

DAY 2: LIFE'S FOUR PILLARS:

## THE POWER OF TAKING COACH POSITION

**DATES 27 and 28 March 2023**



### PROGRAM OUTLINE AND OUTCOMES

#### **Day 1: How To Live An Enlightened Life: Holding The Paradox**

It is deeply relevant to really discuss what enlightenment is. What is the deepest spiritual promise life holds for us? We will explore this in the realm of real revelation. It will be an exploration as a doorway into the practice and understanding of what might be called deep intuition. In this one day program you will get some opportunities to practice for yourself. How do we assist ourselves and our clients to access intuition with the most relevant questions and the highly charged but keenly meaningful arenas of our lives? There are things of which we cannot speak, but there are also things of which we can speak! In this session I will speak about some of those things. This conversation is designed for people who have put attention on the question of what matters most in their lives. Perhaps you have been over-viewing our current times. You might be confounded by the three-part split, a tug of war of passionate purpose between spiritual, physical, relational, and intentional science systems.

#### **Day 2: Life's Four Pillars: The Power of Taking Coach Position**

We hold up our life's purpose with four pillars of mindful attention. In our first program prior to this, we explored the nature of those pillars and stretched them. For this one day follow-on program my intention is to give you several powerful tools for these 4 pillars that you can use for the rest of your life to access your clearest intuition again and again. It will strongly raise your abilities as a coach. We are like Aladdin holding the lamp of the "Knowasphere." Do you want to know how to call Aladdin? Some might call this the 'library of life.' We have access. This program will be about starting to use your library card on every level that is relevant to you. Be warned: The program includes a life-altering, powerful, half day exercise.

### PROFILE

Marilyn Atkinson, the founder of Erickson Coaching International and originator of the Solution-Focused and Outcome-Oriented Coaching model, has actively contributed to the emergence of Solution-Focused Coaching worldwide. For the past twenty years, Marilyn has developed a multitude of highly effective and specialized coach training programs, most particularly the Art and Science of Coaching, now being taught in over 42 countries. She is the author of eight acclaimed coaching and self-coaching books, including the Art and Science of Coaching Series, a 3-part series, which has been translated into 8 languages. A former Registered Organizational Psychologist, Marilyn is an expert performance coach, an NLP Master Trainer, and a specialist in Ericksonian Communications. She began developing formal business coach training programs in the mid-1990s and since then has been helping to lead global companies and leaders through solution-focused and outcome-oriented corporate transformations.



# PRE-CONFERENCE TRAINING: 17-21 MARCH

**Dr. Marilyn Atkinson**

PRE-CONFERENCE ELECTIVE

## The Art & Science of Transformational Training

**DATES: 17-20 March 2023**

**DURATION: 4 full days**

**24 CCEUs**

### **PROGRAM OUTLINE AND OUTCOMES**

The Art & Science of Transformational Training is a shortened version of Erickson's Standing in Contribution: A Trainer's Training program. The Program teaches the key elements of being a confident and transformational trainer. It focuses on developing your creative abilities as an inspirational speaker. During the program, you will step into a coaching style of facilitation that can powerfully engage your audience and team.

This course is about power, engagement and flair! It is also about your own stretch and development as a transformational thinker. You will discover how to create inner alignment with yourself as a strong, committed presenter. This includes learning how to align with others so that people feel deeply connected and relaxed as you speak or train.

This training program is a prerequisite to becoming an Erickson facilitator.



SHERATON  
Soma Bay Resort



Sheraton Soma Bay Resort is a stunning beachfront hotel inspired by Luxor's Karnak Temple Complex that is an ideal gathering place for friends and family.

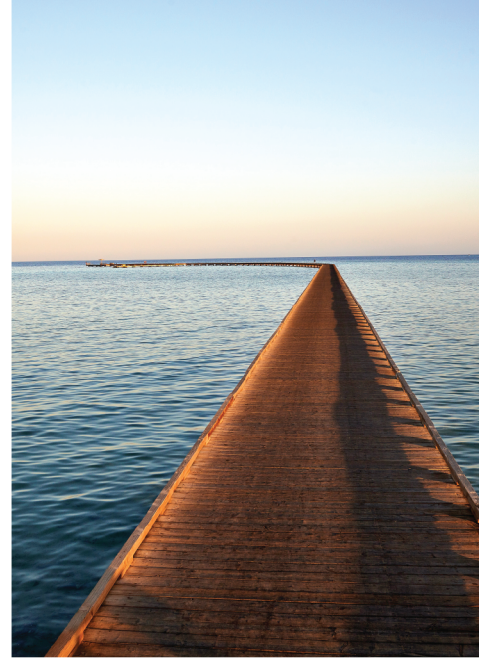
Resort guests are steps away from a family-friendly aqua park, pristine sand and numerous Red Sea watersports such as snorkeling off a beautiful pier on the house coral reef, windsurfing, kite surfing and swimming in the warm ocean . The resort offers many other activities such as a gym, golf, running along a beautiful pier, boat trips, evening entertainment, and more. You will not be bored in this stunning location.

Inside, hotel guests can recharge in spacious rooms which feature indulgent, signature beds, marble bathrooms, sofas, 24-hour room service and free Wi-Fi. Views of the lush gardens or the Red Sea are available from every room. The resort features an aqua park, a health club and spa services. Delicious dining, including authentic Italian and fresh seafood, awaits. Sheraton Soma Bay also has a kids club for any attendees traveling with their little ones.

Guests will enjoy an all inclusive stay including meals, snacks and beverages.

**Hotel cancellation policy: Guests can cancel their booking up to 7 days before arrival. A one-night cancellation fee will be applied for each room reserved.**












### SUSTAINABILITY INFO:

**Carbon Footprint:**  
63.56 kg per room night

**Water Footprint:**  
1770 liters per room night

### FEATURED AMENITIES ON-SITE

-  Sustainability
-  Spa
-  Restaurant
-  Outdoor Pool

-  Activities for Kids
-  Fitness Centre
-  Meeting Space
-  Beach Access





# Group Activities on Offer

The Sheraton Soma Bay Resort and surrounds offers a variety of activities for you to enjoy during your leisure time and if you wish to extend your stay. As part of the conference we have allocated one day to a pre-arranged and organized activity that you can participate in on 29 March, at an extra charge. Please express your interest in one of these arranged group activities when completing the booking process.

## The organized activities, subject to demand, are:

- A round of golf at The Cascades Golf Course, a Gary Player Championship Golf Course.
- A snorkeling or SCUBA boat trip with ORCA Dive Club
- A trip to Luxor to explore some of Egypt's most magnificent monuments.
- The Sheraton Hotel also hosts a Spa and Fitness Center for you to enjoy during leisure time.



# BOOKING AND REGISTRATION PROCESS

In an effort to make the booking, registration and payment process for the Reimagined World Game as effortless as possible, we have outline 6 easy steps to follow below.

Here are our recommended steps to ensure an easy travel experience:

## Step 1 → Step 2

Verify the travel, visa and passport requirements for Egypt to ensure that you will have all necessary travel documentation on time. Egypt is a relatively easy country to travel to, but they do change their requirements occasionally so make sure that you have accurate information by checking the Egyptian embassy website for your country. Once confirmed, you can proceed to Step 2 of the booking process.

Check flight availability to and from Hurghada Airport for your chosen dates. There are many airlines that fly to Egypt and Hurghada as it is a popular tourist destination. Once confirmed, proceed to step 3.

## Step 3 → Step 4

Read through all the course options in the brochure to make sure that you know what is on offer and which courses you want to take. During the conference booking process you will be asked to choose your first choice of courses. Course places will be offered on a first come, first serve basis. Courses will only run if we have sufficient registrations for that course. Please check out our relatively short and sweet Ts & Cs for more info. There are two payment options for the conference, single payment and multi payment. Once confirmed, proceed to step 4.

You can book your hotel accommodation directly with the hotel, on this link, <https://www.marriott.com/event-reservations/reservation-link.mi?id=1666696198521&key=GRP&app=resvlink>

The hotel will charge guests separately and guests will be subject to hotel cancellations policies, which are reasonably lenient, but please check so that you are sure. Next step, book your transfers...

For single payment, please book on this link: <https://app.cartfuel.io/pages/6e2bd2ce-9cb3-4e16-ae81-fdef450374f3>

For multi payment, please book on this link: <https://app.cartfuel.io/pages/67fea948-efa9-411c-bbf5-a22b64841007>

## Step 5 → Step 6

You can request an airport transfer with the hotel by e-mailing [Reservations01127@marriott.com](mailto:Reservations01127@marriott.com) and [Meriam.amir@sheraton.com](mailto:Meriam.amir@sheraton.com)

Guests should review the available activities in this brochure and express interest in the registration form.



# VISA AND TRAVEL

Visas, required travel documents and application fees may vary depending on your country of departure. E-visas may apply to most visitors but we recommend that you consult your local travel agency and/or the Egyptian embassy in your country prior to starting your booking process with us.



**Please note** that depending on your country of origin, a yellow fever and additional vaccinations may be required. We recommend consulting your local travel doctor to ensure you meet these requirements to enter Egypt.



## INTERESTING TOURIST NUGGETS ABOUT EGYPT



- Tourists come to Egypt to visit the famous ancient civilization and most famous monuments including the Pyramids of Giza in Cairo, the Great Sphinx, and ancient temples of Luxor, where Tuttenkamen was buried in a tomb. It is also the biggest tourist attraction for snorkelers and scuba divers because of its gorgeous, warm aqua blue Red Sea waters filled with beautiful coral reefs and diverse marine life.
- In 2018, 11.3 million tourists visited Egypt.
- Egypt is a predominantly a Muslim country and therefore it is recommended to dress conservatively. However, the hotel is mostly frequented by European and other international tourists so guests are free to enjoy themselves in their most comfortable attire.



## Pricing and Early Bird Discount

<b>Conference Ticket</b>	<b>Price per person</b>	<b>Early Bird Discount</b>
The Art & Science of Transformational Training ONLY	US \$ 1,750	US \$ 1,575
Conference Ticket ONLY	US \$ 1,450	US \$ 1,305
Conference & Transformational Training Bundle	US \$ 2,200	US \$ 1,980
Conference & Transformational Training REFRESHER Bundle	US \$ 1,800	US \$ 1,620

Please note that the price list above does **not** include accommodation. Please see page 29 of this brochure or visit our website to find out how to book and pay for your accommodation.

# Reveal the message in Hieroglyphics



**A**  
Vulture



**B**  
Foot



**C**  
Basket with handle



**D**  
Hand



**E**  
Reed



**F**  
Horned Viper



**G**  
Stand



**H**  
Twisted flax



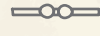
**I**  
Reed



**J**  
Snake



**K**  
Basket with handle



**Z**  
Door bolt



**L**  
Lion



**M**  
Owl



**N**  
Ripple of water



**O**  
Lasso



**P**  
Stool



**Q**  
Hill Side



**R**  
Mouth



**S**  
Folded cloth



**T**  
Loaf



**U**  
Quail chick



**V**



**W**  
Quail chick



**X**