



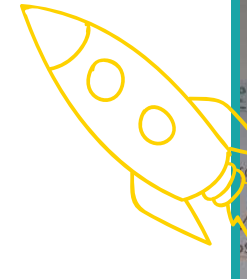
coREACH & Erickson's

The Art & Science
of Coaching Program

Where the I Grow for the **WE** Growth



Do You Want to...



Do you want to grow as a coach? To earn extra coaching hours while learning a new methodology to better help your clients?



Do you want to grow your interpersonal skills? To boost your performance in your personal and professional life?

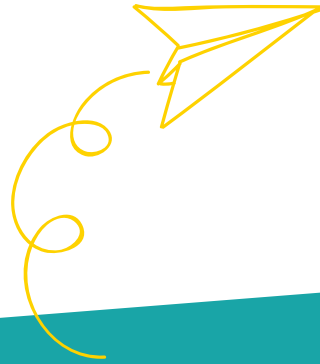


Do you want to grow your employees? To enable them to become inspiring leaders and engaged team members?

Because when the **I** Grow, the **WE** Grows
Join us and let us Grow the coaching culture together.

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join

CoREACH & Erickson's

Coaching Certification Program

Learn Your Unlimited
Benefits as a **COACH**

FLIP PAGE TO KNOW

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WHAT IS COACHING?

The International Coach Federation (ICF) defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

For many, coaching is a life-changing experience that dramatically improves their outlook on work and life while improving leadership skills. Coaching helps people tap into their potential, unlocking sources of creativity and productivity.

Why Become a Coach?

- Through coaching, you will be able to evolve your leadership skills, and your professional expertise is shared with greater ease using a coach approach.
- Coaching others will add to their growth and will help them moving forward toward their goal, which will eventually give you an excessive sense of fulfillment.
- Coaching is a great way to make a living. It is a business that you can start without a large overload, and it will get you additional income and immediate return on your investment.

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INDIVIDUALS WHO PARTNER WITH COACHES
HAVE REPORTED SEVERAL BENEFITS,
INCLUDING IMPROVED:



Why Erickson Coaching International?

Since 1980 Erickson Coaching International has been pioneering the most effective Coach Training and Business Leadership Programs in the world. Erickson Coaches integrate the cutting-edge research of founder, Marilyn Atkinson, to provide innovative education to a global community. The Erickson vision is to change the world one conversation at a time.

Erickson has over 45,000 graduates in 85 countries. **They choose Erickson. Why?**

- 1) Over 36 years of pioneering human development programs globally: Erickson Coaching initially specialized in NLP, counseling, and other fundamental human development programs. The founder Marilyn Atkinson, Ph.D. actively shaped how Solution-Focused Methodology now informs and differentiates coaching from other disciplines in the field.
- 2) Certification is accredited by the International Coaching Federation: Erickson Coaching is a firm supporter of The International Coach Federation (ICF). The ICF regulates the standards for all coaching educational institutions to deliver a high quality of coach training, so that each new coach meets core competencies of a high professional caliber.
- 3) Trainers include internationally recognized Master Certified Coaches: All Erickson trainers are ICF certified coaches that have years of experience facilitating and leading training, alongside their own thriving coaching practices.

4 PILLARS OF ERICKSON COACHING METHODOLOGY

1) SOLUTION-FOCUSED:

Moves your client towards their desired future outcomes, instead of concentrating on past experiences or reasons for present dissatisfaction.

2) SYSTEMATIC:

Emphasizes the holistic nature of your client, seeing how positive change can fit into their bigger picture.

3) CLIENT-CENTERED:

Allows you to trust your client's inner resources and skills, respecting their agenda and future outcomes. Coaching is an advice-free zone.

4) ACTION-ORIENTED:

Pursues transformational change in specific, inspired steps that lead to fundamental shifts in attitude, behavior and habit formation.

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Why coREACH?

coREACH is the First Coaching Firm and Platform in The Kingdom of Saudi Arabia. Believing in the importance and power of coaching, and knowing that it is still in its infant stage, we worked on making our coaching firm a strong platform for coaches who thrive on empowering others to lead themselves and their communities to a higher quality of life for all. Therefore, we initiated the Associate Coaches Program as well as the Ericksonians Support System (ESS)

Ericksonians Support System (ESS):

ESS is a support system for the participants of TASC that helps them to better understand and practice what they have learned, and become ready to start or enhance their coaching careers. It includes revision sessions, talks, coaching days, along with other advantages such as special prices on our rental spaces

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Why Join the

▶ LIVE Training?

You will gain a comprehensive set of practical, hands-on skills, and the professional credentials needed to build a thriving coaching business.

- ▶ Erickson 1st step in the Arab World.
- ▶ Ease of access - within your reach, in your own country.
- ▶ No Prerequisite required.
- ▶ Flexible Payment Methods.
- ▶ High-level networking opportunity.
- ▶ Live Interactive practice session that prepares you for the real world.

Flexible Timing:

This program can be provided in:

- ▶ 6 days (evening hours)
- ▶ 4 full days.

Who Should Take The Program?

- Anyone who wants to start or enhance his\her coaching career.
- Anyone who wants to improve his\her communication and leadership skills.
- Anyone in a management position in education, social work, healthcare, human resources, Learning & development fields and interested in improving their performance along with the performance of their teams

Quick Fact

%96 of Graduates for The Art & Science of Coaching felt that they could apply course content and learning immediately.

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The Art & Science of Coaching Program

The Art & Science of Coaching is an ICF Accredited Coach Training Program (ACTP) from one of the most recognized institutions in the world. Whether you are a leader in an organization looking to benefit professionally from proven techniques, or an individual looking for a career in personal or corporate coaching, this International Coach Federation (ICF) program will get you started.

Participants will develop a foundation in the theory and practices of Solution-Focused coaching; discover how to help others realize their higher potential and to take action that aligns with their vision; gain awareness of what underlies all great transformations, and gain experience applying coaching methodologies on multiple levels.

Modules

Module I

You will learn the basics of a coach position and be able to conduct a full coaching session by the end of this module. The focus of Module I is on inspiration and the central question explored is “What do I want to achieve?”

Upon completion of this Module, you will have learned:

- How to define coaching as a profession.
- How to establish and demonstrate a strong coaching presence.
- How to use strategies for establishing intimacy and trust.
- How to establish an effective coaching session contract (coaching agreement).
- How to apply powerful questioning techniques to assist clients towards solutions and effective actions.

Module II

You will be provided with an expansive set of tools to delve into your client’s question, “How shall I achieve it?” You will learn time-bound, actionable and rigorously tested strategies to achieve a productive coaching relationship with your client.

Upon completion of this Module, you will have learned:

- Use strategies to assist clients to create and streamline their action plan.
- Listen actively to their clients listening beyond just their words.
- Use visualization technologies for higher brain functioning.

- Apply approaches that encourage client self-awareness and recognition of their own developing competencies.

- Use tone of voice and language structures for effective communication

Module III

The aim of Module III is to raise awareness of how connecting with our deepest values enables us to commit to following through on a project or a goal. In this module you will learn processes that facilitate values integration and how to handle various objections.

Upon completion of this Module, you will have learned:

- Apply coaching exercises to assist clients to prioritize effectively, organize their priorities and maintain the discipline to complete them.
- Use processes to support clients in developing mastery of a desired skill-set over the long term.
- Utilize effective language to challenge clients beyond self-imposed obstacles.
- Apply various tools to assist clients to overcome productivity challenges.
- Enable clients to access their deeper knowledge with specific exercises.

Module IV

“How will I know when I have achieved my goal?” is the key question you will work with in this module. A brief study of meta-programs will also highlight the differences in communication styles and reveal methods of communicating more effectively with others.

Upon completion of this Module, you will have learned:

- Use specific techniques to hold clients accountable to their action plans and to acknowledge their progress.
- Apply a set of questions to determine the client’s motivational style and assist them to devise a plan to increase their satisfaction.
- Utilize simple techniques to shift a client from a stress response to resourcefulness.
- Use professional and respectful conduct as outlined by the International Coach Federation’s Code of Ethics.
- Apply the principles of Solution-Focused feedback in evaluating self and peers.

Module V (Optional)

You can take Module V to make sure your coaching meets the standards of the ICF designation.



Dates Erickson TASC

Module 1	1 October - 6 October
Module 2	11 October - 16 October
Module 3	16 November - 21 November
Module 4	26 November - 1 December

Packages

	Assessments		EP Support System	Learning Kit & Giveaway per module
	Eqi Leadership	Eqi 360		
Modules 4-3-2-1		•	•	•
Modules 2&1	•			•
Modules 4&3	•		•	•

Erickson's Recommended Path to ICF Certification

Since obtaining ICF accreditation is integral to your coaching career, we have made the process as simple as possible.

Upon successful completion of The Art & Science of Coaching Modules I through V, and once you have accumulated the required amount of logged Coach Client Hours, you are then ready to apply for your ICF Credentials! The diagram below shows Erickson's recommended path towards ICF accreditation.

ECPC - Erickson Certified Professional Coach Certificate: Modules I to V

The Erickson Certified Professional Coach path is designed to prepare you to successfully apply for an ICF designation (ACC, PCC)

- Modules I-V training includes 156 Accredited Coach Training Hours
- Module V provides additional ICF Core Competencies instruction.

In addition to the training hours listed above, MOD V also includes:

- 10 total hours of ICF required Mentor Coaching (6 one-on-one Mentor Coaching sessions and 4 hours of group mentoring).
- Oral assessment with a PCC or MCC level coach

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ICF ACC & PCC - International Coach Federation Associate Certified Coach



Upon successfully becoming an Erickson Certified Professional Coach you will be eligible to apply for either the ACC or PCC designation once you have fulfilled the following:

ACC Requirements

- 60 Accredited Coach Training Hours (Erickson's ECPC Certificate provides 156 Coach Training Hours)
- Minimum Documented Coach Client Hours: 100 hours (75 paid hours with 8 unique clients)

PCC Requirements

- 125 Accredited Coach Training Hours (Erickson's ECPC Certificate provides 156 Coach Training Hours)
- Minimum Documented Coach Client Hours: 500 hours (450 paid hours with 25 unique clients)



Resources:

As a student of Erickson Coaching International, we support your coach training every step of the way. Right from the get-go our dedicated enrollment advisors (all of whom are coaches) are available to answer any questions you can think of before, during, and after your training. Once enrolled, you can start to take advantage of the numerous support services we offer, including access to the Erickson Online Academy, free business building resources, a blog contributor program, and much more!



Erickson Online Academy For Online Learners

The Erickson Online Academy is a cutting-edge education delivery platform from award winning technology company, Growth Engineering. With the Academy, our learners enjoy the same great content, interaction, and engagement that you would expect from an on-site class, but with the increased flexibility that only online education can provide.



Erickson Hub For On-Site Learners

The Erickson HUB provides a wealth of optional, easy to access resources for our on-site learners. Login to this safe and secure online platform to access additional resources, watch videos of coaching demos, and download class materials.



Alumni Badges

Upon successful completion of an Erickson Coaching International course, you will receive our Alumni Badge. As a new member of our growing alumni community, we encourage you to display the badge on your website, as well as your LinkedIn, and Noomii profiles.



Blog Contribution

We are always looking for bright, energetic, and thought provoking contributors to join us on our quest to create a blog that informs and entertains the coaching world. As an Erickson Coaching International learner, you can extend your reach into the coaching community by submitting your work to be posted on our blog!

About coREACH

WE are the first local Coaching Firm and Platform applying holistic global solutions aimed at enabling a "WE" culture, and WE are a pioneer teal organization who adopted the Holacracy organizational system in The Kingdom of Saudi Arabia. Through our services, WE collaborate with individuals and businesses to help them lead their way, elevate their self-awareness, reach their goals, and positively impact their performance both in their personal, and professional lives.



coREACH and the 2030 Saudi Vision:

Thriving Economy: We help corporates to have a long-lasting culture full of motivation, innovation, and trust, which will lead our economy to have rewarding opportunities.

A Vibrant Society: We empower individuals to lead themselves and their communities to a higher quality of life for all, which will help our society to have strong roots and fulfilling lives.

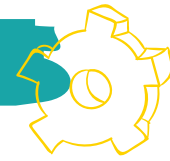
About the Founder:

Reem is the Founder, Purpose Protector, and The Coach of coREACH. She started her coaching career in 2011 as a certified Adult ADHD coach. Shortly after, she saw the real value of Emotional Intelligence, and she became the first Saudi to get the Social and Emotional Intelligence Coaching certification. She also gained "Train the Trainer" certifications for MHS EQ-i 2.0, EQ-i 360, and Pearman Personality Integrator assessments. Coming across a variety of coaching programs and tools, Reem has developed a great passion for organizational cultures and teams, and she pursued her Executive coaching as well the Team coaching certifications by Marshall Goldsmith methodology.



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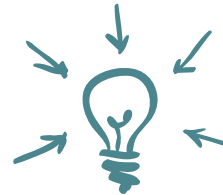
Our Services



Coaching



Talent Tools



Solutions Programs



Co-Working Space Rental



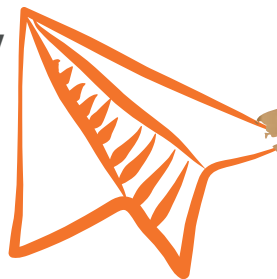
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Become a **COACH**


How to register

You are few
steps away.



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