



3 Coaching Skills to Try Today

Created specifically for
ATD Coaching Day Demo Attendees



18+
Languages

Est. 1980

55,000+
Graduates

This Document Includes



- An exclusive offer to ATD members
- An introduction to Solution-Focused Coaching
- Case Studies from professional coaches
- Coaching statistics
- Resources and exercises to explore

Powered by Erickson Coaching International



ERICKSON
COACHING
INTERNATIONAL



Get **3** Solution-Focused Coach Training Sessions **FREE!**



Claim this offer in **3 steps**

1

Visit the
ATD
page

2

Fill in the
form

3

We'll enroll
you

Ready to put your coaching skills into practice? Get 3 free coach training sessions **FREE** today. Scan the QR code **to sign up**



Who is Erickson Coaching International?

Erickson Coaching International is an ICF (International Coaching Federation) coaching school with over 40 years of experience.

We empower individuals and organizations through solution-focused coaching and professional development programs. With a network of over 55,000 alumni, coaches in 125 countries, and 40 global partners, we're proud to be the most global coaching school in the world.

Why Solution-Focused Coaching?

The solution-focused coaching methodology is based on proven tools, techniques, and processes that help provide clients with the means to create truly transformational change in their own lives. During coaching sessions or coaching conversations, the coach and client embark on a creative partnership that aims to design and implement specific, meaningful, and measurable changes in the client's personal and or professional life.

Erickson
coaching is:





The 4 Pillars of Erickson's Solution-Focused Coaching Model

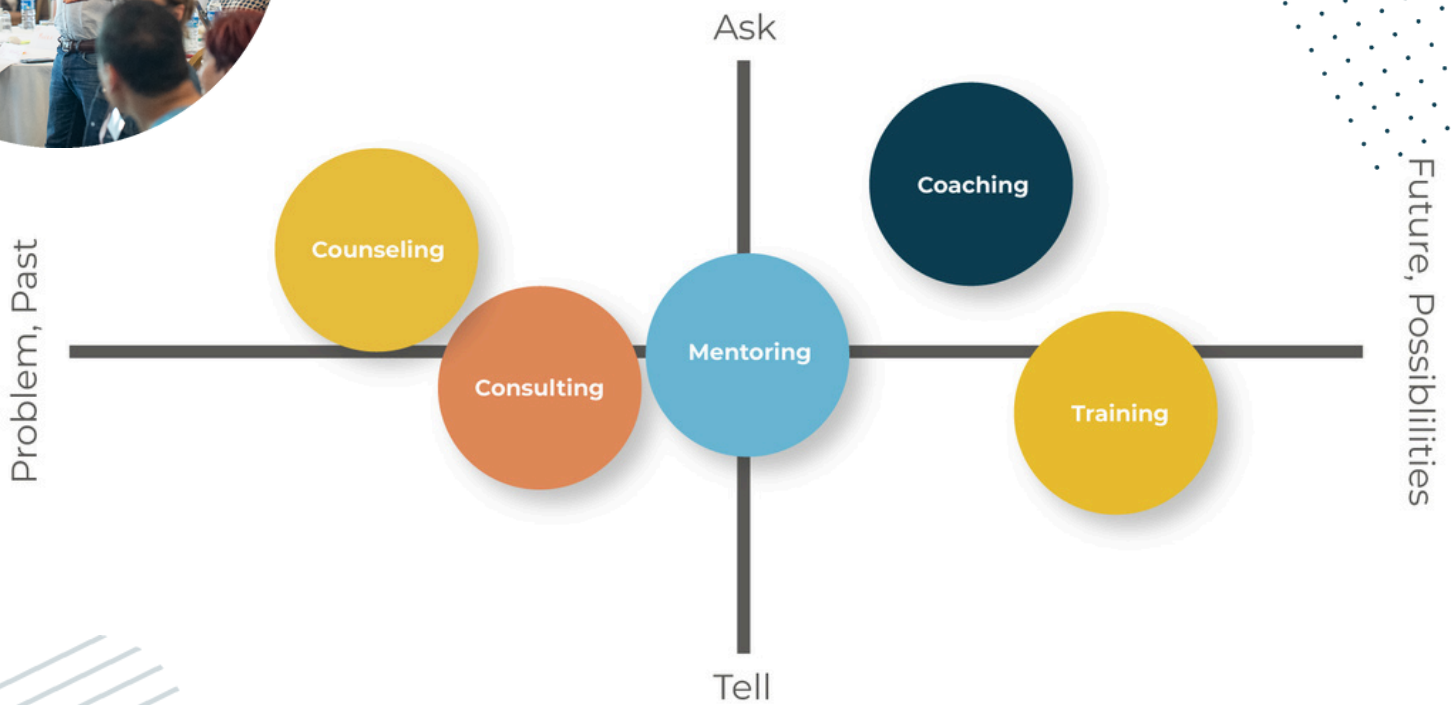
Coaching is solution-focused. Coaching aims to move clients towards a positively framed future outcome. The coach and client do not dwell on past experiences but rather focus on what the client's new future would look like and how the client shows up in that future vision.

Coaching is a systematic process that helps the coach understand the client holistically. The coach assesses how proposed changes fit in with or may impact the client's view of the world and contribution to their future vision and the bigger picture. The coach aids the client in exploring their values and how the client can find and create meaning in their life.

Coaching is a client-centered approach and it is the role of the coach to encourage their client to trust their own inner resources. In Erickson coaching, we believe that clients are experts in their own lives and have the resources within themselves to create their unique future vision. Coaches also understand and respect their client's values at all times and provide an advice-free zone.

Coaching is action-oriented meaning that coaches help clients create change through specific, meaningful, inspired, and actionable steps that lead to fundamental shifts in attitude, behaviors and their desired habit formations.

Coaching and Other Approaches



Coaching: True or False

- **Coaching is only for underperforming employees**
Coaching can benefit employees at all levels, helping them develop their skills and achieve their professional goals.
- **Coaching is expensive and time-consuming**
Effective coaching can provide a high return on investment through improved productivity, retention, and employee engagement.
- **Coaching is the same as mentoring, consulting and training**
Coaching focuses on helping individuals unlock their own solutions, while mentoring and training involve more direct advice and instruction.
- **Coaching is only for executives**
Coaching benefits employees from entry-level to C-suite and helps them reach their full potential.
- **Coaching is a one-size-fits-all approach**
Effective coaching is tailored to the individual's unique needs, goals, and learning style.
- **Coaching is only for short-term issues**
Coaching can address both immediate challenges and long-term personal and professional development goals.
- **Coaching is a sign of weakness**
Seeking coaching is a sign of self-awareness and a commitment to personal and professional growth.
- **Coaching is a Modern Trend**
The coaching concept has ancient roots. The term "coach" in a developmental context emerged in the 19th century.
- **Anyone Can Be a Coach**

3 Coaching Skills to Apply



Ask

What do you want?

How will you know you got it?

What will that bring you?

What will you do to get it?

When?



Focus

Imagine how does success look like? When and where do you see yourself? What does that give you that is important to you?

Just suppose you accomplished what you wanted. What got you there?

Look a year from now and **see** yourself successful. What is different? What becomes possible? Who benefits? Who do you see yourself becoming?



Explore

What are some of the **many ideas** that you have? - What is the **best** idea?

How **might** you proceed? - What is **one** action?

What else? - What's first?

Ready to put your coaching skills into practice?
Get 3 free coach training sessions FREE today.
Scan the QR code to sign up



Applying Coaching in a Business Environment

Improved Communication: Coaching fosters better communication, allowing leaders to inspire and engage their teams more effectively.

Increased Self-Awareness: Through coaching, executives gain deeper insights into their strengths and areas for development, which supports personal and professional growth.

Better Stress Management: Coaching equips leaders with tools to manage stress and maintain resilience in high-pressure environments.

Goal Achievement: Coaching helps leaders set clear, achievable goals and provides the support needed to stay on track.

Conflict Resolution: Coaching equips leaders with techniques for resolving conflicts more effectively, leading to a more harmonious work environment and better collaboration across teams.

“90% of managers waste a lot of time in all kinds of ineffective activities, rushing from one meeting to another, sending and receiving emails and being busy with “Fire Fighting.” They think they are actively dealing with important things. But in fact, they are just wasting their time and energy. “

From a 10-year study of 10,000 managers on productivity released in 2002 by the Harvard Business Review

Results in Organizations

Evidence of the benefits of coaching are proven.
Coaching culture creates increased value in organizations

Increased in Job Satisfaction

61%

Increased Teamwork

67%



Source: Effective Leader Coaches Improve Overall Business Performance, Brandon Hall Group's Stats of Performance Management Study

Don't Take Our Word For It...

According to a report by the Conference Board, **67%** of organizations use coaching as a **key development tool for their leaders**

75% say that the value of executive and leadership coaching is **“considerably greater” or “far greater”** than the money and time invested (International Journal of Evidence Based Coaching and Mentoring)

According to a recent study, coaching has a **221% ROI** (International Society for Performance Improvement)

One in six entrepreneurs turns to coaching to improve their performance (Forbes)

70% of coachees improve work performance, relationships, and communication (Institute of Coaching)

Coaching Case Studies from Erickson Alumni

La'Quita Garcia

Director, Americas HR Advisor, SAP

SAP Women in Tech Speaker Recognition

USA



What motivated you to pursue coach training with Erickson?

As an HR Professional, I have engaged with professional coaches over the years and have witnessed the impact of their work. I have also coached business leaders without having formal training/certification. It has been my desire to enhance my own coaching capabilities through formal certification, to round out my professional skillset.

What challenges or goals led you to seek out coaching skills?

A desire to better impact outcomes & inspire others were drivers for seeking out coaching.

How have you integrated your coaching skills into your professional role?

In my professional role, I have developed richer (global) listening skills for what's being said and not being said to get to the heart of a matter, faster. This global listening approach works towards win-win solutions, as I coach and consult with business leaders in Tech.

What visible improvements have you noticed in your work since you began applying your coaching skills? How has your approach changed?

I have slowed down in my approach to consultations with business leaders. I patiently take the required time to fully understand context, pain points and the leader's desired outcomes for a matter. I also ask leaders if they are willing to experience a bit of coaching throughout the conversation. I have yet to get a decline!

Have there been any notable successes or positive outcomes?

This change in my approach has bolstered my own confidence and has enabled more sustainable business outcomes. Business leaders can have their matter(s) addressed and gain greater self-awareness from slowing down and allowing time for reflection.

How has your coaching training impacted your personal growth and well-being? Have you experienced increased happiness or fulfillment in your role?

I am even more engaged at work because I have greater confidence and techniques to enhance my communication/influence style. This is resulting in more meaningful consultative conversations.

How has it influenced your personal life or mindset?

Wow! I can happily say my coaching training has influenced my personal life and mindset in two primary ways: 1.) I have greater self-awareness and connection to myself, and 2.) This allows me to be of greater service to others around me – expanded capacity.

What benefits have your team or organization experienced as a result of your coaching skills?

I would like to think my team members know they can rely on me for coaching, mentoring and overall support in their goals/aspirations.

What feedback have you received from colleagues or team members?

My colleagues often thank me for my focus on continued learning & development, self-care & my high levels of energy!

Rybo Chen

Global Head of Transformation, SAP

ACC Coach | Canada

What motivated you to pursue coach training with Erickson? What challenges or goals led you to seek out coaching skills?

I pursued coach training with Erickson to better support my mission of helping people live meaningful and fulfilling lives. I wanted to develop valuable skills that would empower me to guide others in creating a purposeful and meaningful life.

How have you integrated your coaching skills into your professional role?

I've integrated coaching into my role by using it to help teams connect their work to the bigger picture, overcome limiting beliefs, and create effective solutions. In my day to day, I apply coaching techniques to provoke awareness and thinking with my leaders and team members. I often like to ask "How does this benefit our people and organization?" and "What does success look like for this project?"

What visible improvements have you noticed in your work since you began applying your coaching skills? How has your approach changed?

My approach has shifted to focus on asking powerful questions and encouraging self-reflection, which has led to more engaged and proactive teams. I've seen improved team dynamics and the ability to navigate challenges more effectively, resulting in successful project outcomes. I love tapping into people's potential by simply asking "What else can we do...?" and after moments of silence, new ideas emerge.

How has your coaching training impacted your personal growth and well-being?

The training has significantly impacted my personal growth by enhancing my self-awareness, confidence and ability to stay grounded in my vision of helping others. It's brought greater fulfillment to my life, both professionally and personally, by aligning my actions with my core values and purpose. By knowing I can walk into any conversation and ask powerful questions to create value is such a game changer.

What benefits have your team or organization experienced as a result of your coaching skills?

Teams have benefited through improved collaboration, solution finding and the removal of barriers to success. Colleagues have expressed appreciation for a more supportive environment, where they feel motivated to contribute and grow, resulting in enhanced team performance. Some shared they really love the questions I bring to the conversation as it makes them think differently.

Have there been any financial implications or measurable results linked to your coaching application?

Applying coaching skills has led to increased clarity, productivity, and efficiency. By aligning teams with the organization's vision, and their personal visions, it's easier to create motivation and overcome obstacles, we've seen an improved ability to adapt to changes more quickly and better ability to meet project timelines.

What advice would you give to someone considering coach training with Erickson?

Erickson's training is a game-changer for anyone looking to inspire and elevate others. It provides the tools to make a real difference, not just in work but in all aspects of life. I recommend it for anyone committed to personal growth and empowering others.

Is there anything else you would like to share about your coaching journey with Erickson?

Coaching has shown me that the most powerful change comes from within. The skills I've gained have allowed me to help others (and myself) see beyond their limitations and strive for their full potential, making a positive impact that extends far beyond individual achievements. Every conversation has a potential to create positive ripple effects in this world.

Sariel Li

Director Digital Solution Center, Mercedes Benz

PCC Coach, ACTC | China

What motivated you to pursue coach training with Erickson? What challenges or goals led you to seek out coaching skills?

I am always motivated by inspiring people instead of giving orders to people in my daily work. In my current role, we are also responsible for coaching team members as part of our job. We have been using a coach approach for years but several years ago we were confused about the approach and purpose of coaching. It triggered discussions within the leadership team about coaching: Are we coaching for employee development, or are we coaching for specific performance improvement areas? Employees are also confused because leaders are using coaching to guide employees to provide solutions according to leaders' expectations. Based on everyone's confusion, we decided to involve a professional coaching academy to train us how to do coaching professionally. That was the starting point of everything! Erickson China introduced LAC (Leader As Coach) to our company and opened a new world to me.

How have you integrated your coaching skills into your professional role? Can you provide specific examples of how you apply coaching in your day-to-day work?

In my professional role, I do coaching for my team members to support them to stay open minded, to explore their vision and define actions. I have regular sessions with my team members.



What visible improvements have you noticed in your work since you began applying your coaching skills?

Before, I preferred to provide a solution directly as I believed it was the most efficient way. After I learned coaching, I began to ask more questions. And I have noticed that I removed “my expectation” in the conversation and put all of my attention on the coachee. The coachee / employee has improved in their daily work with strong motivation. I’ve observed the improvement from both their behavior and their maturity level.

How has your coaching training impacted your personal growth and well-being?

I believe coaching changed my life. It’s an amazing journey for me to explore who I am and what I really want. In coach training, I explored my core values which was an extremely important milestone for me. After I figured out my core values, I identified my mission in life. After that, life is crystal clear for me about who I am and what I want. Now I am on my way to the mission of my life, I am happy and continuously grow to become a better me day by day.

What benefits have your team or organization experienced as a result of your coaching skills?

My “Being” as a leader has been changed, following the 5 principles of Erickson, it completely changed my way of working with my team.

As a result, the team culture is different compared to before. Trust levels of the team is extremely high between me and team members, and also among the team members. The team’s collaboration is smooth. Based on our high trust levels, the team is more efficient and more effective in their work.

I have received feedback from the team that they have experienced great leadership and team culture when they are working within my team. They feel trusted and safe, they have open space for their own decisions and development.

Is there anything else you would like to share about your coaching journey with Erickson?

Coaching is a lifelong journey of learning, development and experiencing. It’s a wonderful journey with lots of new friends, experiencing new life and a new “Me”.

Curious to Learn More?



Explore our Recommended Resources

Blogs

- [The Benefits of Professional Coaching for Personal and Career Growth](#)
- [Coaching and Mentoring in the Workplace, What's the Difference](#)
- [Coach Training - A Pathway for Unlocking the Practice of Inclusive Leadership](#)
- [Elevating HR Excellence Through Coaching](#)

Guides

- [Is Becoming a Coach a Viable Career Move?](#)
- [10 Key Essentials to Consider Before Embarking on Your Coaching Journey](#)

Downloadables and Exercises

- [As-If Questions to create a perspective shift](#)
- [Creating a Culture of Safety and Belonging](#)

Research

- [2024 White Paper on the Impact of Coaching](#)