

10 Applications of Solution-Focused Coaching



Creating Powerful Futures

Values Exploration

Frameworks & Blueprints

Creativity Tools

Strategy Streamlining Tools

Accelerated Learning Technologies

Metaphor Development

Strongly Anchored Resources

Coaching Remotely

Use of Physical Space to Shift Perspective

Introduction

What is Solution-Focused Coaching?

The Solution-Focused approach presents a very elegant pathway toward choice and change. With methods that include Erickson Coaching tools such as Whiteboard Coaching and Four-Quadrant Thinking as well as strong, traditional Solution-Focused methodologies, you learn the advanced skill sets that move you into the arena of excellence as a coach.

No matter where you are in life, there is always a desire for professional flexibility and creativity; for closer relationships or for a deeper, richer, more meaningful life. Solution-Focused coaching technologies guide people toward a clearer apprehension of their own unique path and creates a framework for them to get there.

This document outlines ten areas of Solution-Focused coaching, providing a wealth of advanced methodologies. It is designed to give you a taste of some of the things you will learn throughout The Art & Science of Coaching.



Marilyn Atkinson, Ph.D.
President Erickson Coaching International

Marilyn Atkinson

1. Creating Powerful Futures

The brain is designed so that anything we focus on intensely becomes real through our 'as-if' neurological frameworks.

Using proven Ericksonian Solution-Focused techniques, as well as useful methods from NLP (Neuro Linguistic Programming) you can create a foundation of precise methodologies for reviewing and rehearsing transformational futures. This results in being able to stay highly focused on achieving the specific visions you set yourself.

The Art & Science of Coaching teaches you these effective methodologies in conjunction with systems for strategizing and developing innovative coaching approaches to help your clients achieve specific results.



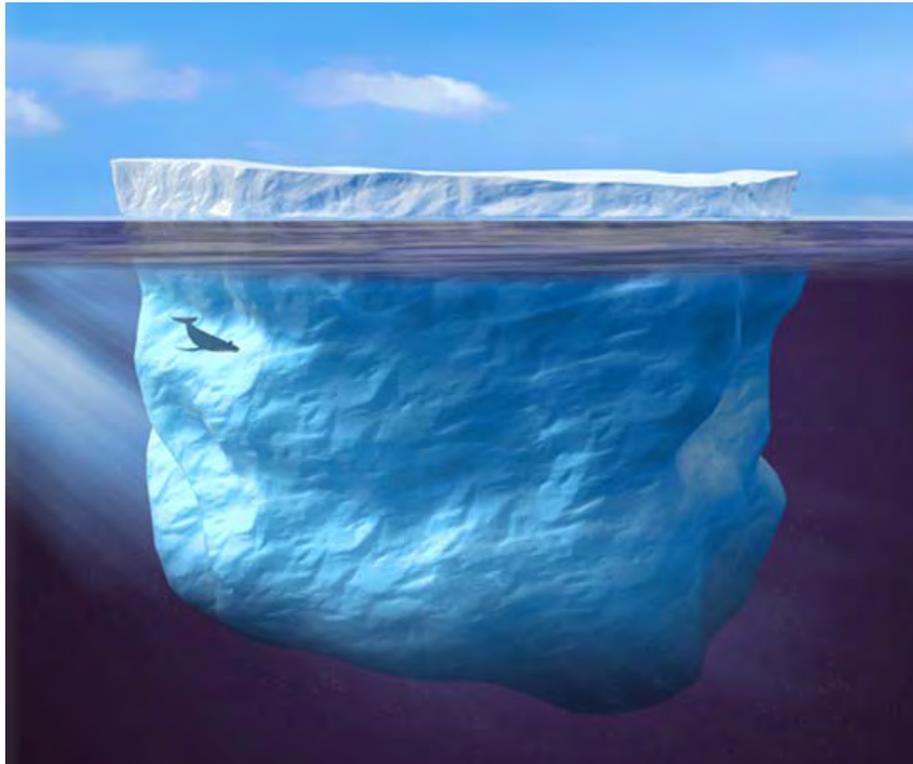
2. Values Explorations

Values affirmation and exploration are key components of the inner game of coaching and personal development.

The Art & Science of Coaching will help you learn how to align a client's aim and priorities with their core values and heartfelt motivating factors.

This provides a wonderful convergence with the main thrust of advanced coaching today – maintaining focus on values through all levels of human experience.

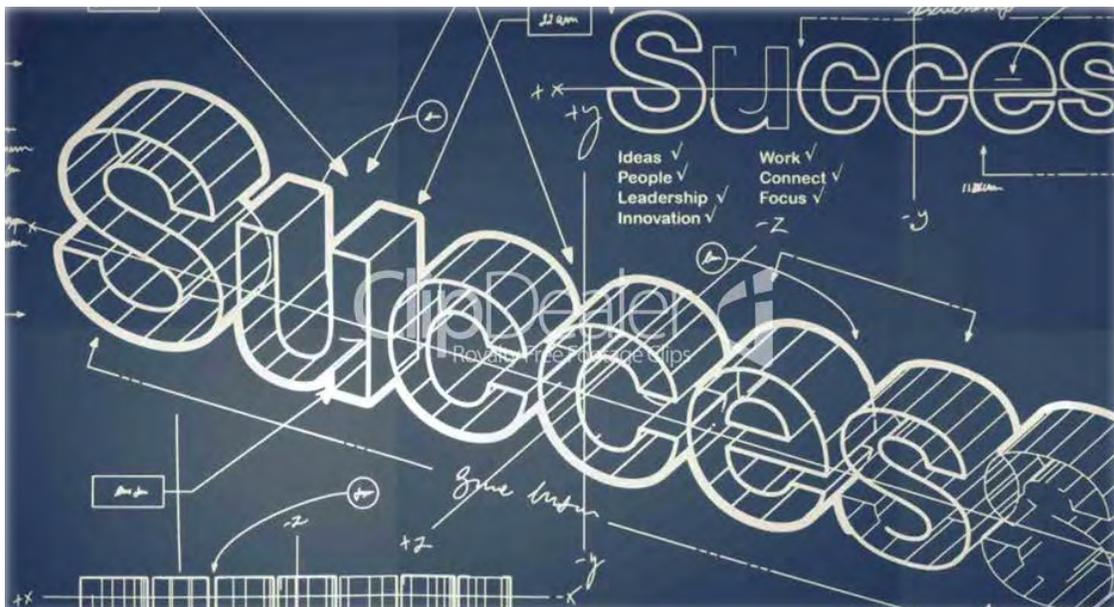
The Art & Science of Coaching gives you the right Solution-Focused tools and resources for effective and precise value development.



3. Frameworks & Blueprints

Expert Performance Technologies provide frameworks for blueprinting the critical details of goal setting and the steps to get there.

Through structured planning you and your clients can see which steps are truly complete enough to be effective and which need further development.



4. Creativity Tools

Creativity tools greatly increase your capacity to really inspire the people whom you are working with. This truly expands trust in teams and in relationships.

Creative inspiration comes from the heart. We all have it; it is just a question of helping it rise to the surface.

You can enhance and clarify your clients' creative focus by guiding them through the process of linking their values-driven dreams to strategic thinking.



5. Strategy Streamlining Tools

People often need a coach to assist them to explore and identify the various alternative pathways and choices available to them.

As a Solution-Focused coach, you can empower your clients to stay on target when a decision seem overwhelming or complex. You can assist them to identify, evaluate, and monitor key parameters of complex projects by unfolding the stages and guiding them through the process.

You will learn and be able to implement the Solution-Focused tools necessary to help your clients to manage their projects effectively and feel more confident in their decision making skills.



6. Accelerated Learning Technologies

Throughout The Art & Science of Coaching you will acquire the ability to use simple and specific Accelerated Learning Technologies to effectively focus each coaching session.

By learning to trust the intelligence of all four quadrants of whole brain thinking, your clients can begin to function with more efficiency, congruence, and effectiveness in moments of high stress.

Your clients will learn more quickly than they ever imagined.



7. Metaphor Development

Simple yet powerful Solution-Focused metaphors will accelerate a client's personal effectiveness and the clarification process of their intended action.

You will learn how to use advanced Ericksonian metaphor methodologies to assist your clients to make their own personal metaphors into compelling and motivating learning catalysts.



8. Strongly Anchored Resources

You will learn resource development tools and techniques to assist your clients to get into relaxed and creative states during the coaching session.

You will also be taught how to utilize Solution-Focused visual anchoring technologies designed for effective telephone and video coaching.



9. Coaching Remotely

Coaching via phone or video requires markedly different listening skills than face-to-face interactions.

You will learn the multiple ways in which people pay attention and how you can respond effectively to these attention patterns through powerful listening.

By recognizing sensory patterns, you can successfully engage the sensory systems the client habitually uses. You will also develop competency in advanced Whiteboard Coaching methods to assist whole-brain integration.

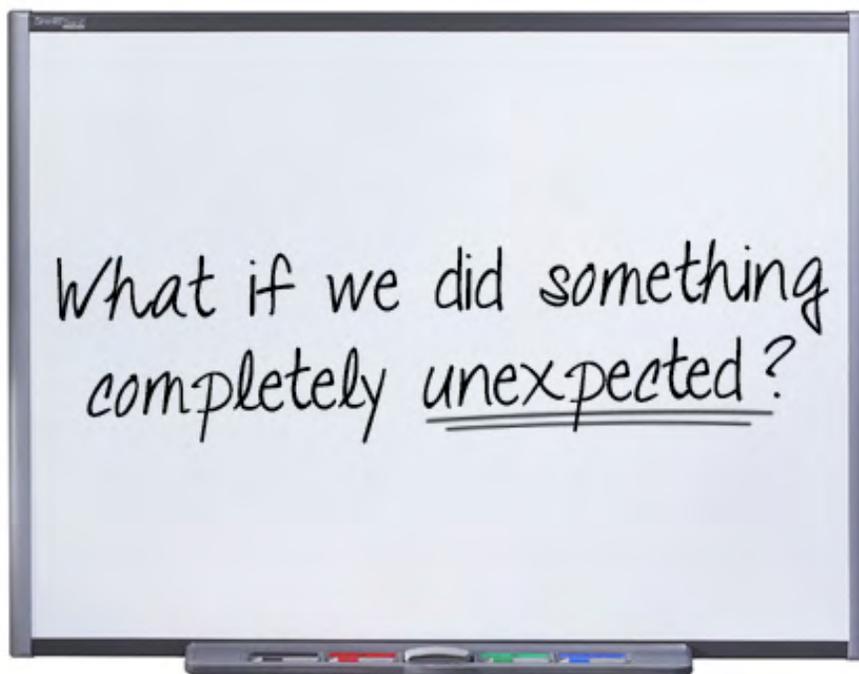


10. Use of Physical Space to Shift Perspective

Over the last 20 years, Erickson Coaching International has pioneered and developed many techniques for exploring 'thinking spaces'. Using these techniques you will learn to assist your clients to shift perspective.

Often called Thinking Space, this type of exploration involves the metaphoric but active use of the client's physical environment, even when coaching remotely.

Clients are invited to stand in different marked locations with the purpose of assisting them to literally enter unexplored vantage points on the current topic. For example, with thinking space processes we invite the client out of the chair and into exploring imagined stages in a project (which they can physically move through and stand inside of) to discover various viewpoints. When used well, this approach assists in generating solutions, insights and action ideas that would not be arrived at if the client remained seated. Once people have "taken new ground" they never return to the old and narrow, they never look back to their former static frameworks.

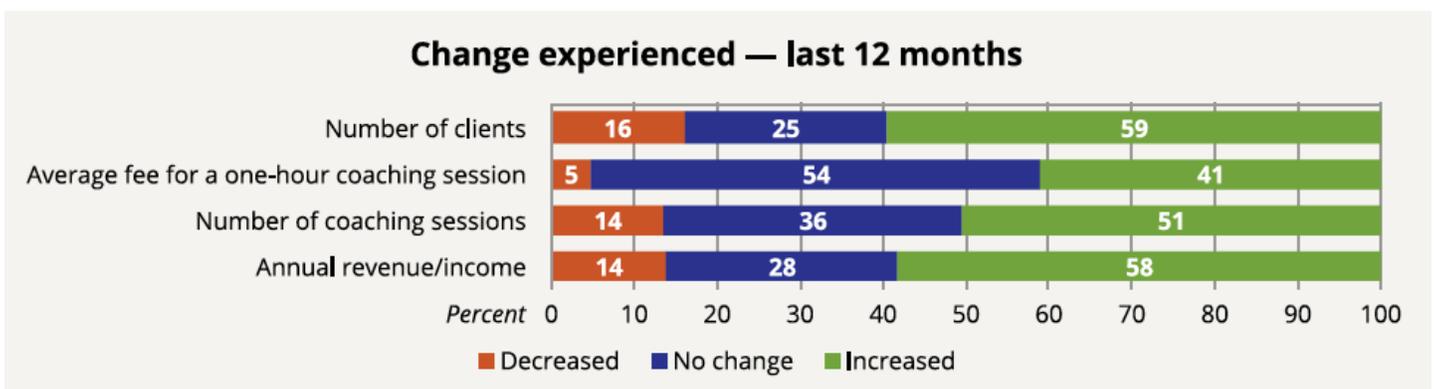


The Demand for Coaching

In the 21st Century, the opportunity for professional coaches could not be higher. During the nineties coaching started to emerge as a viable profession. There was significant media exposure from 1995 to 2000 exploring this new phenomena cropping up between the prevalent professions of therapy and consultation; coaching became mainstream. The demand for coaching sharply raised three fold during this time.

Now, coaching is considered a highly respectable profession of choice in many countries around the world. Coaching incorporates and expands leadership functions in corporations, organizations and of course personal life.

Below is some key information from the International Coaching Federation Global Coaching Study 2016. It shows the growing demand for coaching in various arenas:



The full executive summary is available for download here:

[2016 ICF Global Coaching Study](#)

About Erickson Coaching International

Since 1980 Erickson Coaching International has been pioneering the most effective Coach Training and Business Leadership Programs in the world. Established in over 27 countries, Erickson coaches integrate the cutting-edge research of the Founder, Dr. Marilyn Atkinson to provide innovative education to our global community.

Our vision is to change the world one conversation at a time.

Our courses combine masterful Ccoaching with proven Ericksonian methodology and our own unique Solution-Focused methodologies. The result is our renowned ICF accredited program The Art & Science of Coaching, the Erickson Business Center, and our Corporate Coach Training Programs. Each of our training programs deliver leading edge material that is proven to enhance your interpersonal communication and effectiveness, in ways that are fun, engaging, and deeply meaningful.

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