



# THE ART & SCIENCE OF COACHING

CERTIFIED COACHING PROGRAM

contemporary learning



# ABOUT

The Art & Science of Coaching is a program created by Erickson Coaching International, a global leader in coach education with over 45 years of experience and recipient of the ICF Distinguished Coaching Education Provider Award 2024.

It is a complete and coherent practical workshop: from the very first day you learn how to conduct coaching sessions, develop communication skills in new professional roles, and gain a set of methods and techniques that can be immediately applied in practice.

The program content forms an original, comprehensive solution-focused coaching model, inspired by the work of Milton Erickson, drawing from positive psychology, best business practices, and project management methodology.

# BENEFITS

- International Erickson Professional Coach (EPC) certificate, recognised worldwide
- Highest ICF accreditation - preparation for ACC and PCC certifications
- 45 years of Erickson Coaching International experience - a global leader in coach education
- Global community - 75,000 graduates in 179 countries
- Complete working model - from deep purpose to practical client tools (demo sessions, mentoring, exercises, feedback)
- Solution-focused approach
- Flexible learning, option to repeat modules, access to Erickson Online Academy



# ERICKSON COACHING INTERNATIONAL



75 000

Graduates all over the world

45+

years of experience

Erickson Coaching International is an international training organization founded in Canada in 1980, with representatives worldwide. Its programs focus on coaching and personal development.

Its flagship course, The Art & Science of Coaching, is one of the world's leading coaching schools. In Poland, Erickson programs are delivered by Think Twice, a training company dedicated to educating and certifying professionals in the training and consulting market.

Our collaboration is founded on a shared commitment to promoting knowledge about coaching, as well as Think Twice's dedication to developing and sharing the highest-quality methodologies for supporting personal and professional growth.

# TARGET AUDIENCE

This certified program prepares participants for the role of a professional coach with international ECI and ICF accreditation.

It is designed primarily for people who want to gain practical coaching skills and use them in everyday work. It is also valuable for those who wish to introduce coaching into their profession—whether you are a trainer, manager, HR professional, facilitator, consultant, advisor, psychologist, therapist, lawyer, or work in any role requiring advanced interpersonal skills.

Participants learn to recognise moments when coaching truly makes a difference and how to apply coaching tools effectively in real-life work situations. While exercises and coaching conversations support personal development, the main goal is learning how to coach in practice—from day one.

# LEARNING OUTCOMES

- Clear, practical understanding of the coach's role and how coaching works in relationships and organizations
- In-depth practical knowledge of the solution-focused coaching model
- Ability to conduct coaching conversations in line with ICF standards
- A ready-to-use toolkit for various situations and topics
- Practical experience in planning and conducting a full coaching process
- Increased self-awareness and confidence in building supportive coaching relationships
- Readiness to start an independent coaching practice
- Preparation for international coaching certifications (EPC and ACC/PCC ICF)



# COMPETENCIES

## Participants will be able to

- Conduct individual and team coaching (life & business coaching) that creates real change in work and organizational culture
- Implement a coaching management style and support decision-making and talent development
- Build teams focused on learning, creativity, and responsibility
- Lead developmental conversations, mentoring, and solution design in practice
- Support implementation of new skills and changes in daily work
- Expand managerial and professional competencies in people-focused roles (trainer, consultant, facilitator, advisor, psychologist, therapist, lawyer, etc.)

# KEY EFFECTS

- Greater ability to make conscious decisions and increased flexibility where routine and automatic patterns fail
- Better work organization, prioritization, and more effective use of personal potential
- Higher productivity, quality of actions, and real impact on teams and relationships
- Clarity of goals and values, and responsibility for one's actions
- Increased self-awareness, balance, and satisfaction in work and life



# CERTIFICATION PATHS



**ERICKSON**  
COACHING  
INTERNATIONAL

Erickson Coaching  
International Certification



**ICF**  
Professional  
Coaches

International Coach  
Federation Certification

**Essentials 1-2 + ICF  
Competency Certification**  
**70 h**

International Erickson  
Accredited Coach (EAC)  
certificate

Eligibility for ACC ICF  
accreditation via Level 1 ICF  
pathway

**Advanced 1-4**  
**128 h**

International Erickson  
Professional Coach (EPC)  
certificate

**Advanced 1-4 and ICF  
Competency Certification**  
**154 h**

International Erickson  
Certified Professional  
Coach (ECPC) certificate

Eligibility for ACC or PCC  
ICF via Level 2 ICF  
pathway

# PROGRAM



Introduction to the coach's role, session structure, and core tools. Shaping a vision for desired change



Planning, time management, creativity, and strategy. Overcoming the Inner Critic on the Path to Mastery



Values discovery, deepening the process, dealing with resistance and objections. A comprehensive, long-term coaching program



ICF competency development. Working with the client success model. Business model and first steps in the market



Group and individual mentoring, supervision. Reliable competency assessment that meets ICF requirements and enables applying for ICF certification

In between the modules

- minimum of 6 coaching triad meetings
- submission of 3 recorded coaching sessions with mentor feedback

# MODULE 1

## INSPIRATION

This module introduces, step by step, the solution-focused approach in coaching, following the Erickson Coaching International methodology. Participants learn to take on the role of a coach, and by the end of the training, they are able to independently conduct a full coaching conversation. Module 1 focuses on inspiration, with its central question: 'What do you want to achieve?'

### Key elements of the program

- Core principles of coaching
- Coach communication skills
- Structure of a coaching session in accordance with ICF competencies
- Contracting and defining session outcomes
- Facilitating awareness through imagination and perspective shifts
- Introduction to the ICF competency framework
- Formulating effective coaching questions

# MODULE 2

## IMPLEMENTATION

This module equips participants with a wide range of tools to delve deeper into the client's key question: 'How can I achieve this?' Participants learn techniques for guiding clients in strategy development, planning, executing their plans, and managing time effectively. Module 2 emphasises the discovery and implementation of creative solutions.

### Key elements of the program

- Identifying and prioritising goals
- Planning and time management
- Supporting creativity and solution design
- Working with the inner critic and identifying sources of support
- Mastery and fostering persistence in learning and development
- Building and sustaining a long-term coaching relationship



# MODULE 3

## ENGAGEMENT

The aim of this module is to deepen the understanding of the relationship between contact with core values and long-term commitment to the achievement of life projects. Identifying and organising values offers new answers to the question, “Why do I want to achieve this?” This module introduces tools that support value integration and working with resistance.

### Key elements of the program

- Discovering and experiencing values
- Cultural and social aspects of values
- Strengthening motivation and self-motivation strategies
- Challenging and provoking reflection
- Working with objections

# MODULE 4

## SATISFACTION

Module 4 focuses on completing projects and finding satisfaction. The key question of this module is: “How will I know that I have achieved my goal?” Participants learn to recognize the diverse needs of their clients and prepare to start their own coaching practice or apply coaching within their organizations. They integrate previously learned tools, refine their coaching conversation skills, and learn to recognize different levels of ICF competencies in practice.

### Key elements of the program

- Refining and integrating coaching skills
- Recognizing coaching competencies
- Preparing for further development and certification
- Designing one’s own coaching practice
- Identifying client needs and preferences



# MODULE 5

## ICF COMPETENCY CERTIFICATION

### The program includes

- Two group development sessions focused on completing required information and sharing experiences
- Three, three-hour group mentoring sessions based on observation of live coaching sessions
- Three individual mentoring sessions based on recordings of work with participants' own clients
- Competency assessment based on a live session with the participant's own client or two recorded coaching sessions
- A feedback session following the competency assessment

### The program is open to participants who

- Have completed Modules 1-2 of The Art & Science of Coaching (Level 1 ICF pathway, enabling ACC accreditation)
- Have completed Modules 1-4 of The Art & Science of Coaching (Level 2 ICF pathway, enabling ACC or PCC accreditation)



# ENROLLMENT FEE

The Art & Science of Coaching - internationally recognised program accredited by ECI and ICF

## 1-2

ESSENTIALS COURSE  
THE ART & SCIENCE  
OF COACHING

**ONLINE**

**8 100 PLN + 23% VAT**

**IN-PERSON**

**8 700 PLN + 23% VAT**

## 1-4

ADVANCED COURSE  
THE ART & SCIENCE  
OF COACHING

**16 200 PLN + 23% VAT**

EARLY BIRD PRICE

**15 200 PLN + 23% VAT**

**16 900 PLN + 23% VAT**

REGULAR PRICE

# ENROLLMENT FEE

The Art & Science of Coaching - internationally recognised program accredited by ECI and ICF

# 5

LEVEL 2 MENTOR BUNDLE  
ICF COMPETENCY CERTIFICATION

**ONLINE**

**4 877 PLN + 23% VAT**

**IN-PERSON**

SPECIAL PRICE  
FOR GRADUATES  
OF MODULES 1-4

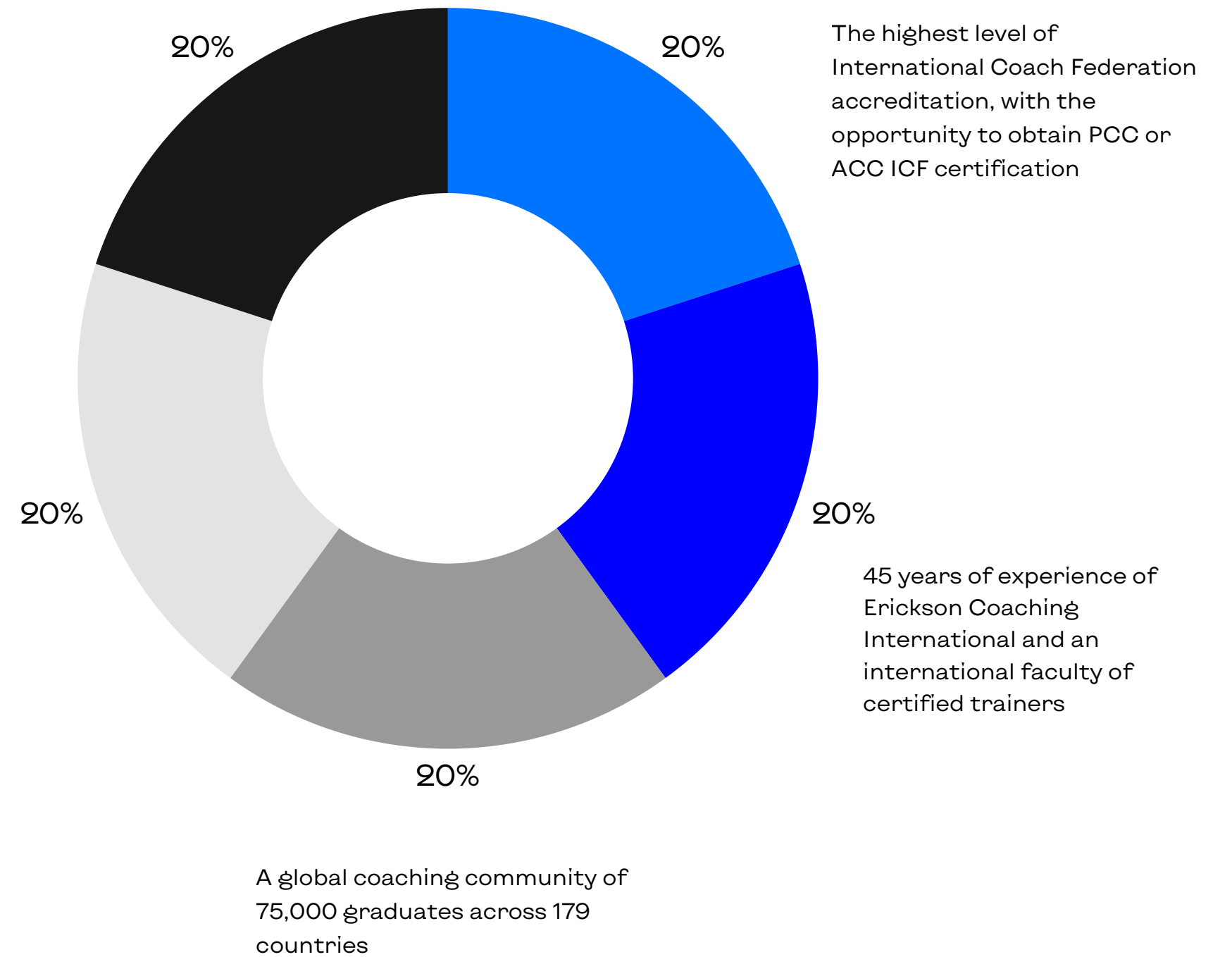
# WHY CHOOSE US?

International accreditation and ICF certification

Developing others and supporting change

International Erickson Professional Coach (EPC) Certificate awarded upon completion

Focus on practical skills (demo sessions, in-class and between-module exercises, session recordings, and feedback)



# ORGANISATIONAL INFORMATION



TREINERS: MACIEJ ŚWIEŻY, MAGDALENA GIEC, ARTUR KRUPA



ONLINE OR IN-PERSON (KRAKÓW, WARSZAWA)

## COURSE DURATION

- Modules 1-4 (In-person): 16 days / 136 hours / 10:00 – 18:00 (day 1), 9:00 – 17:00 (following days)
- Modules 1-4 (Online): 24 days / 136 hours / 9:15 – 15:00
- ICF Certification: 4-8 months / online



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