



ERICKSON
COLLEGE

Transforming the world one conversation at a time

Finally, You Too Can Learn...

How to Master the Art and Science of Enlightened Contribution with a Coach Approach to Life!

From:

**Dr. Marilyn Atkinson, President
Vancouver, Canada
Monday 8:02PM**

Dear Friend,

I am very excited and grateful that you are interested in the work of Erickson College International. Because you have come to our website and downloaded this special report I am assuming a few things about you....

I bet that you are someone who is looking to:

- Live with a stronger sense of purpose.
- Contribute in an even bigger way.
- Be a better leader, manager, parent, friend or partner.
- Live life on your terms.
- Possibly earn money doing what you love.

And, I bet you are interested in...

- Inspiring and motivating others
- Coaching people to reach their highest potential
- Helping people overcome doubt
- Igniting the passion in yourself and others
- Eliciting greatness in your clients or team

And, I imagine you are interested in learning the most effective and advanced coaching techniques available in the market place today.

Pardon me for being presumptuous... and am I right about you?

If so, the foundational information in this special report will likely be for you.

For over 25 years Erickson College International has offered adult learners a live, interactive, and experiential training environment from which to grow and develop both personally and professionally.

We are very proud to say that we have graduated over 5,000 Advanced Coaches from 14 Countries that are changing the world one conversation at a time.

If you feel called after reading this report, you too can learn the secrets of coaching people to their highest potential...

This special report is what we believe to be the foundation of effective Solution Focused Coaching. Yes, we could easily give you 10 coaching technologies that you could apply today, however without this very valuable foundation they would likely NOT share the true essence of Erickson College International.

Enjoy this article written by myself and Erickson Coach Trainer, Renee Choice and you will know if you are called to the work of Erickson College International.

Enjoy!

HOW TO PLAY THE MASTER'S GAME

Who else want to awaken the genius within yourself and others?

By Dr. Marilyn Atkinson with Renee Choice, PCC

The American psychiatrist, Dr. Milton Erickson (December 5, 1901 – March 25, 1980) was known for his unconventional approach to psychotherapy and his extensive use of therapeutic metaphor and **story**.

One story he would tell his students was about a sunny spring morning when he was a young boy of ten. He was going out to a pasture on his father's Minnesota farm to bring some heifers to the farmyard. It was a long, boring walk; he felt despondent and wanted to be elsewhere. He then heard a, deep buzzing sound, and suddenly he saw a white biplane approaching him quickly across the deep blue sky. Surprisingly, it dove and swooped fast and low over his father's fields. The ground shook from the roar of the engine as it passed over him. Then, with sunlight flashing on its wings, it darted across the valley and vanished over the next rise. The roar of the engine waned, became a droning sound, and then all was quiet again. It was his first ever sight of an airplane and a very close-up view to boot.

Though the vision was only present for a few moments, it was totally exhilarating for him. Walking the long route home with the heifers he remained exultant. He realized that life had simply offered him an unexpected prize, a gift he had not expected, and the thought occurred "One never knows what life will bring: It surprises us every moment. Who knows what wonders it will bring next?"

Then Milton would turn to his students gathered around him and say: "That moment taught me that you can always wonder what life will bring you. When you are ten years old, you have no idea the surprises or gifts life might offer you between the ages of ten and twenty. At age twenty we have no idea about what will come between twenty and thirty. At thirty we are in mystery about the new possibilities between thirty and forty. And so on! To really acknowledge the mystery of our next steps allows us to live fully alive!"

It is fascinating to consider how each of us find a channel in life that we travel year after year that may or may not support us in living a life of passion, fulfillment and significance in the way we would like.

How satisfying, fulfilling and rewarding is the channel you travel?
How many mysteries do you wonder how to uncover or discover each day?

Many of us have a typical series of 'standard moves' or patterns which we go through habitually on a regular basis. What is a typical day or a typical pattern for you?

Do you get up in the morning, have a cup of coffee, or cup of tea or juice with your regular breakfast? Go to the gym? Put on your pressed suit? Go to work? Attend the meetings? Prepare the reports? Get a paycheck that allows you to pay your bills, and treat yourself to something special every once in a while?

Or is every day completely different as you organize your life according to your children and husband's schedule, living for everyone else? Or perhaps you have lots of time on your hands and find that you are not powerfully engaged, inspired or alive with using this time?

Are you living a conscious journey of awakening and reawakening in every moment that sincerely allows your fullest expression to come to life? Or is it the exact opposite – a repeating pattern, a mundane existence where an empty to-do list is running your mind, heart and feet, leaving you exhausted, unfulfilled, and empty inside?

Are you so busy with your to-do list that you have not taken the time to really consider what a significant and deeply satisfying life might be for you or have you found a path that is comfortable that you mindlessly drive daily? Do you consciously live your days?

Whatever life looks like for you, the answers to these questions will definitely define your overall quality of life.

If life was a game, how are you currently playing the game of life? How much do you consider the sort of person you are being in every moment? How powerfully do you show up every day? Are you being your authentic self when you show up?

How much do you consider the conscious or unconscious values and beliefs guiding you as you choose your thoughts and actions? Do you clearly assess how well they work or don't work?

How aligned do you feel on the inside? How clean, clear and focused are you on the inside to make choices that service the highest and best for you and others?

How much do you fully engage and enjoy each moment, no matter where you are or what you are doing?

How much do you focus your mind powerfully on being who you want to be, doing what truly inspires you, having the results that you know you can produce?

How much do the actions you take on a daily basis align with who you really are?

How much are you living fully alive on your own terms?

Consider that how you answer life's important questions, like the ones above, will determine your overall quality of life and how much you are valuing your human experience as yourself being yourself. In turn, this impacts how much you really have to offer other people as a transformational communicator, and how powerfully you are playing the game of life.

HOW TO PLAY THE MASTER GAME

A very powerful passage from The Master Game, a book written in the 50's by a man named Robert S. de Ropp is worthy of consideration. He shares the following:

The Master Game

Seek, above all, for a game worth playing. Such is the advice of the oracle to modern man. Having found the game, play it with intensity - play as if your life and sanity depend on it. (They do depend on it.) Follow the example of the French existentialists and flourish a banner bearing the word "engagement". Though nothing means anything and all roads are marked "no exit", yet move as if your movements had some purpose. If life does not seem to offer a game worth playing, then invent one. For it must be clear, even to the most clouded intelligence, that any game is better than no game.

But although it is safe to play the Master Game, this has not served to make it popular. It still remains the most demanding and difficult of games and in our society, there are few who play. Contemporary man, hypnotized by the glitter of his own gadgets, has little contact with his inner world, concerns himself with outer, not inner space. But the Master Game is played entirely in the inner world, a vast and complex territory about which men know very little. The aim of the game is true awakening, full development of the powers latent in man. The game can be played only by people whose observations of themselves and others have led them to a certain conclusion, namely, that man's ordinary state of consciousness, his so-called waking state, is not the highest level of consciousness of which he is capable. In fact, this state is so far from real awakening that it could appropriately be called a form of somnambulism, a condition of "waking sleep".

Once a person has reached this conclusion, he is no longer able to sleep comfortably. A new appetite develops within him, the hunger for real awakening, for full consciousness. He realized that he sees, hears, and knows only a tiny fraction of what he could see, hear and know, that he lives in the poorest, shabbiest of rooms in his inner dwelling, and that he could enter other rooms, beautiful and filled with treasures, the windows of which look out on eternity and infinity.

The solitary player lives today in a culture that is more or less totally opposed to the aims he has set himself, that does not recognize the existence of the Master Game, and regards players of this game as queer or slightly mad. The player thus confronts great oppositions from the culture in which he lives and must strive with forces, which tend to bring his game to a halt before it has even started. Only by finding a teacher and becoming part of the group of pupils that that teacher has collected about him can the player find encouragement and support. Otherwise he simply forgets his aim, or wanders off down some side road and loses himself.

*Here it is sufficient to say that the Master Game can **never** be made easy to play. It demands all that a man has, all his feelings, all his thought, his entire resources, physical and spiritual. If he tries to play it in a half-hearted way or tries to get results by unlawful means, he runs the risk of destroying his own potential. For this reason it is better not to embark on the game at all than to play it half-heartedly.*

Each of us has our own unique meaning of what living fully alive and playing the Master Game means to us. As you deeply consider the Robert S. DeRopp passage and your own definition of the Master Game, how much are you currently engaged in defining your game? How well are you playing it?

As every child knows, life is a game and the focus of your life game takes you into activities that are fun or not, satisfying or not. People tend to choose a game early in life and then stick with it. It tends to become a hypnotic focus, a fascination for a life time.

Consider the possibility that it is easy to become swept up in the more detracting life games such as power, fame or money. These tend to move us into ways of life that do not challenge us to live fully alive, but rather on acquiring various advantages.

For example, it is easy to become attracted to the power game which aims at preventing loss of control. When playing the power game, your focus on controlling things demands rigidity; in turn a person loses their abilities to live fully alive.

Similarly a focus on fame demands routines and lifestyles that rigidify a saleable personality. Through time, the fame game is significantly unsatisfying.

The money game, played by millions of people, tends to focus people on buying and on having what they do not currently own.

Playing the power, fame, and money games tend to be negative and cynical, and move people away from their awareness of their core values, true interests and unique life offering.

Consider that other life games bring you closer to yourself. Some examples are the family game, the creativity or art game, the philosophy game, and the knowledge game can invite the best from you if you aim towards mastery.

So, what is mastery really?

Consider that mastery is not something you arrive at “someday”. Consider that mastery is a state of mind or a way being in the moment where you are fully aligned and awake how you create your thoughts and responses in the moment.

Mastery as a focus, we discover, really requires multiple areas of mastery.

Consider that to be masterful in life requires mastery in key areas such as warmth, connection and flexibility with others, balance with yourself, vision and future thinking, and graceful forgiveness to handle the slings and arrows of life's ups and downs.

To aim for mastery, and at the same time step into a masterful state of mind now, is to challenge yourself to use the opportunities life offers to discover your inner best.

YOUR HU-MAN DESIGN

Contemplate the word *Human* for a moment. Did you know that “hu-man” actually means “God Man”? There are many powerful “Hu” words coming from this ancient prefix: humility, humor, and humanity are only a few.

For a moment, consider the capital letter “H”, the original symbol for *Hu*. This very letter stands for being fully human. Notice how its shape can be compared to the human body.



You can use this H to recognize for a moment that there are three important aspects to living fully alive and being fully human: First notice the tremendous stability of the letter H. Consider this means that when you are fully alive as a human being you are standing tall and strong with an unwavering commitment to whom you are and what you offer.

Notice how the bottom of the H is like the two legs of a person. Consider that this means that to be fully alive you must have both feet firmly planted on the ground, on Mother Earth, and taking steps toward making your dreams a reality.

Without your feet firmly planted in the real world of your daily life, you will not be grounded. And without grounding, you will drift around missing the cause-effect reality and tangible truth of your experience. With your firm footing comes the energy from Mother Earth that gives your life power and strength even when your legs are tired.

Consider that the horizontal line of the “H” represent your arms reaching laterally toward your aims, goals, and relationships while living a life of service and contribution. Life is empty and meaningless without aims, goals, and relationships and a way to genuinely contribute to others. Your aims create your life’s direction, leading you toward the specific goals and the desires you set. Your aspirations lead you to grow and develop in your natural self. Your relationships add a depth and richness to your life, which allows for support, intimacy, stimulating conversation and a different perspective on events, people and ideas.

So when you give and receive support, act in service to others, and move towards a vision that aligns with your core values, the horizontal plane, parallel to Mother Earth comes alive.

As Helen Keller is famous for saying, “Life is an exciting business, and most exciting when it is lived for others.”

Now consider how the top of the H is like two arms stretched upward and outward towards infinite possibility and deeper meaning. When you awaken your heart, lift your head, open your eyes and dream your dream, your life becomes inspiring.

This posture awakens your core values that align with your life’s purpose, vision and mission. Consider that as you reach up towards new possibilities and gain stimulating ideas, your life’s purpose is calling you. Yet, some people put off the calling because they perceive, for example:

- They are not wearing the right shoes for the journey and have to wait to find the perfect pair before they can begin.
- They feel it is not the right season for the journey and yet the truth is, they have said this every season for the last 2, 3, 4, 5, etc. years.
- They feel they need permission take the path and they perceive that no one will give it to them.

There are many variations on the theme and yet consider, when you feel your purpose calling you, the most important thing you can do is enroll your feet and start moving in the direction of your calling.

Why?

Because when you decide to live your purpose, and go for what you really want, amazing things start to occur. And as this happens you will soon start to believe that the Universe is in your corner, and with this clarity of belief, anything is possible.

Consider that reaching upward to infinite possibility is not about seeking success in the world, fame or celebrity status, but rather sharing a significant offering that inspires yourself and others to become more of who you and they really are.

So when you stand tall, connect to Mother Earth, reach for your aims, enjoy your relationships, and allow space for more, knowing there is much more expression, much more creation, and much more connection taking place - then you will strongly begin to feel yourself living alive. When you bring this awakened state to your larger conversations with yourselves and others; always growing yourself, even when you don't know what or how or even that you are growing; you are living alive as a human being. This takes life to a new level of participation.

As someone who wants to engage in transformational conversations, a solid "H" foundation in your self is very useful. Then as you learn and integrate the skill of "how to" have conversations that recognize the underlying transformation everyone desires, these transformational skills will act as the heart and soul of your most effective communication model.

When communicating with the transformational coaching skills that you will learn in this book, you will naturally reach out in service to another's growth. And by supporting your conversational partner to reach inside for the insights he or she may have come to the conversation for, while reaching into yourself for the deeper meaning of the conversation for yourself, you will be offering something of tremendous significance.

By redefining, and in some cases recreating, how you view yourself, your life and other people, you will find even more depth of meaning, and this leads you to even deeper conversations with yourself and others, and an unparalleled richness and high quality of life.

In summary, there are three parts to being fully human:

1. Reaching up to infinite possibility, recognizing that there is infinite potential in yourself and others.
2. Living a life of direction, connection and service.
3. Being fully grounded and taking action in the world.

A transformational communicator brings this human aspect to the world through The Art & Science of Coaching, leading their fellow communicators, clients, children, friends, colleagues – etc. - to become more fully, more greatly human, through the new coaching revolution of human development.

Integration Exercise:

I invite you to stand up and be powerfully present for this moment.

The deeper knowing mind works in many ways, and processes powerfully when we use a space to think in. Your thinking space will be the floor you are standing on right now.

As you stand, I invite you to notice your connection to the floor, and through the floor, into Mother Earth. Feel how solidly you are connected to Mother Earth.

Feel as if your feet have roots which are reaching down, down, down into the Earth, and forming a wonderfully stable source of energy for you.

As the roots extend to the center of the earth, begin to feel the energy of Mother Earth traveling through the roots and up into your feet, into your legs, and energizing your body. With this renewing energy your body takes on a special glow. The energy naturally flows through you transforming and renewing every cell, every sinew, every bone, every muscle, every organ, and you feel your energy growing.

With this new energy, stretch out your hands to the sides, and then reach your right arm to your right, in the direction of your relationships. Reach out and touch, just as if you could, the relationships you have with family, with friends, with coworkers, just as if they were actually there.

Reach out in contribution to others. And as you reach, feel the energy of Mother Earth reaching into those relationships. And as you release the stretch and move back towards the center, allow your mind to release any confusion you might have around those relationships. Allow them to become clear in your mind, and who you are in relation to the others you care for, become very clear. Feel how good it feels to clear this confusion. Hear, in your own mind, words echoing that tell you how good it feels to clear any confusion.

Now stretch your left arm to the left, towards your goals and aims. Feel yourself reaching out, and then just as if you could, touching your goals and aims, just as if you were achieving them now. Feel how good it feels to stretch and to achieve. And as you stretch, feel the energy of Mother Earth infusing you with energy as you stretch and reach and touch your goals.

Feel your goals and aims becoming infused with energy. Reach out in contribution to the world. Feel how good it feels. And as you release the stretch and move back towards the center, allow your mind to release any confusion you might have around those aims and goals. Allow them to become clear in your mind, and who you are, and who you will be, as you reach for and achieve those aims, those goals, to become very clear for you. Feel how good it feels to clear this confusion. Hear, in your own mind, words echoing that tell you how good it feels to clear any confusion.

Now reach up, with both hands, and stretch towards the heavens. Feel the energy of Mother Earth shooting towards the Heavens. And as you stretch, feel how great it feels to find deeper meaning in your aims and goals, your relationships, and in the use of your physical body, connected to Mother Earth. Know and deeply understand how all three connect; your physical body, your relationships, your aims and goals, to the deeper meaning in life you are stretching for. Feel the energy of Mother Earth flowing through you to connect you to the deeper

meaning of life. And as you stretch, know that your connection to Mother Earth and the deeper meaning of life is strong and true.

And as you relax now, and let your arms relax, know this, deeply and truly, in your heart. You are Hu-man. You are God-man. You matter. You are who you are. And your connection is always there. Release any confusion around the deeper meaning in life, and just know that it is there, and you will find it. And as you move into taking te The Art and Science of Coaching and powerfully process through each of the technologies we teach you, you will find yourself changing and growing, finding deeper meaning in what you do, deeper meaning in your relationships, and deeper meaning in having a physical body and connection here on Mother Earth.

The Art & Science of Coaching, our Accredited Coach Training Program through the International Coach Federation, has been called, *“The World’s Most Effective Coach Training Curriculum”* because of the...

Step-By-Step System For Coaching People to their Highest Potential!

**Here is a small sample of what you’ll discover and learn from
The Art & Science of Coaching”:**

- How To do the most effective coaching in the 21st Century
- **10 Most Effective Ways to build trust and connect with anyone**
- The Very First Thing you must do before every coaching session
- **The Power of the Beyond Conscious Mind and how to tap into it**
- 3 Main Types of Clients and how most effectively to work with each of them
- **How to Guarantee that your clients will get what they want by the end of each coaching session**
- The Secret Truth long known by advanced coaches is finally revealed!
- **The Best Way to create flow with your clients** (This technique will surprise you!)
- Mistakes Most Coaches Make and how you can avoid them!
- **5 Main Coaching Principles that honor clients and support them in getting results**
- How to Ask Questions that guarantee insight, awareness and even breakthroughs
- **5 Ways to Listen and which ways are most valuable in coaching communication**
- The 4 Inner Gremlins that sabotage success
- **6 Levels of Experience and how to support success and results at each level**
- The Most Important part of every coaching session
- **18 Ways to Support People in overcoming barrier or challenges**
- The 4 tones of coaching and how to most effectively use your voice
- **The Inside Secrets of your 3 brains and how to coach the cerebral cortex**
- A 12-Step Formula for the perfect coaching session
- **Over 50 Time-tested Techniques, tools, and processes and how to use them.**
- The 4 Most Basic and Over-Looked techniques that will create results with any client no matter that the challenge
- **Tips and Tricks for powerfully ending your sessions**
- The 8-Step Process to support time management challenges
- **How to think like Walt Disney and other creative masters**
- 28 Erickson Coaching Proficiencies linked to the ICF Core Competencies

.... Plus, many other Amazing Step-by-Step Processes and Simple Outlines to follow that make Advanced Coaching Easy

And this is just the beginning of all you get from this course.

There is more... much more!

But don't take my word for it.

Here is what other people have said about The Art and Science of Coaching.

“WOW! I was surprised about how much I didn't know!”

“Before I took this program, I thought I knew how to support people to reach their full potential, and WOW was I surprised about how much I didn't know! As a professional trainer this program provided me with a myriad of transformational coaching tools to support people of all ages and areas- from executives, to creative artists, to parents and even children. The results have been amazing! If you desire to become a better communicator, want to learn to coach others to live their dreams, and even transform your own life, take this course!”

–Larrye Heyl, MS, Professional Coach & Trainer, Telmedia Corporation, Portland, OR

“...Transformational tools that address the whole person”

“The Art & Science of Coaching gave me transformational coaching tools that go deep into addressing the whole human being, encompassing mind, body and spirit. I use them in all coaching areas, from life and relationship coaching through to leadership and executive coaching”

-- Linda Hamilton, Professional Business Coach, Vancouver, Canada

“finally...the science behind what I have been doing intuitive for years”

“This course finally gave me the science behind what I've been doing intuitively for 10 years and the tools and permission to go to the next level fearlessly on behalf of my clients.”

-- Leslie Messman-Hilton, Executive Coach, Denver, Colorado, USA

“advanced structures... easily integrated into previous coach education.”

“This seminar presented an overview of advanced structures and skills that enrich and enhance coaching and can be easily integrated into previous coach education. It presented another way of understanding what we do as coaches in a theoretical & practical framework that honors and celebrates who we are.”

--- Lynn F. Meinke, Business Owner, Chester, Pennsylvania, USA

“...it has exceeded even my own high expectations.”

“I could only have imagined such a course in existence. It has exceeded even my own high expectations. I feel equipped to take both short & long term steps to achieve my goals.”

-- Rahul Gupta, Medical Doctor, Vancouver, Canada

“Amazing! I'm learning and growing at an overwhelming rate!”

“Amazing! I'm learning and growing at an overwhelming rate! It was amazing because as I developed skills to help others grow, I experienced major shifts, growth and discoveries”

-- Carolyn Field, Co-Author of The Celestine Prophecy

You'll get everything you need to coach people to their highest potential...

Become part of a community of people focused on enlightened contribution and changing the world one conversation at a time. You will be very proud of your skill set, your community and your contribution.

As a fellow hu-man and enlightened contributor, I appreciate you and who you are choosing to become.... I celebrate you and all your powerful choices!

Please let us know how Erickson College International might serve you.

Sincerely,

Marilyn Atkinson, PhD

P.S. - Return to our website and find out more information, www.erickson.edu
800-1-800-65-6949800-665-6949

P.P.S. - By now, you might have some unanswered questions. Please email info@erickson.edu.