



*A Professional Development and Training Company*

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## **DEB ERICKSON**

After spending eight years in public education as a teacher and athletic coach, Deb moved into the corporate arena where she excelled as a sales trainer and team manager for companies like The Equitable, The American Heart Association and The University of Phoenix.

Driven by her desire to expand her reach to a national audience, Deb launched her own personal and professional development business, ICAN Institute, Inc. which she operates from her office in Albuquerque, NM.

She has spent the last 20 years traveling the country inspiring audiences to believe in their own greatness. While much of her time is spent working with Fortune 500 Companies as a trainer, Deb also sets aside time for individual life coaching.

Deb's passion for teaching people how to use the power of their own minds helps her clients break through mental limits and move past fears that have restricted their success. Her specialty is helping people to break through mental and emotional limits by using activities like the board break and rebar bend. Her newest program, ***The RutBusting Challenge***, teaches people simple brain-training techniques to create change quickly but with lasting results. Her book, ***Get Out of the Rut and On With Your Life*** is making waves across the country.

Deb's newest venture is her partnership with IBA, Integrated Business Advisors. This group of entrepreneurs is committed to restore hope, rebuild confidence, and create community by providing the tools and resources to support every American in recapturing the vision of living the American Dream.

To Book Deb for your event call (402) 612-2211 or visit her website at [www.deberickson.com](http://www.deberickson.com)