

toby & kate mccartney

NLP TRAINING FOR PEOPLE IN BUSINESS



Certified NLP Master Practitioner

Two Life-changing and Inspiring Modules hosted
once per year in Scotland

Certified NLP Master Practitioner



“Now I become myself. It’s taken time, many years and places; I have been dissolved and shaken, worn other people’s face...
Now I become myself:

- May Sarton

Why become a Certified NLP Master Practitioner?

Easy. Because you’ve done the NLP Practitioner training and have seen how this level of learning makes HUGE changes in your personal and professional life, and now you want to take these skills and truly MASTER them.

The Master Practitioner will take you from using NLP as a hobby to turning it into a set of skills that allow you to master your destiny whether it is for your business or personal use or both.

During Master Practitioner you will learn:

Negotiate with elegance

Master the practical negotiation process of using values elicitation and chunking together.

Expand Your Thinking 4 Ways

Submodalities are the building blocks of thoughts. Learn the intricacies of human thought, how to optimise and change your own thinking patterns, and how to enhance your impact on others’ thinking patterns.

Certified NLP Master Practitioner

Learn the Secret Process that Dominates Everyone's Behaviours

Values & Meta Programs are a practical analysis and description of the processes that dominate everyone's behaviours. They provide systematic exploration of how to motivate, encourage and communicate with wide varieties of behaviours and belief systems. In short, we learn how to recognise the structure of our own and others experience and how to work with these unconscious structures in powerful ways.

Learn the secret behind how NLP was discovered Modelling is how NLP was created

During the Masters we become increasingly curious about how excellence is created which in turn assists us recognise and release the true potential within ourselves and in others. Expect to manage your own Modelling project during this training and to share it with the group!

Control your language & master success

NLP Mastery of language patterns creates increased success in all aspects of our lives.

Discover your unique mission, values and purpose

Know your core ideology irrespective of changes that occur around you.

Build your legacy

Those truly successful in business understand their purpose for being here and are not scared to live their truth. During this special time together we explore your identity and purpose and how this makes or breaks your business.

You will also learn about detailed personal histories and how by just asking the right questions, the answers can help create a map of NLP techniques for you to use to assist your clients in overcoming their challenges in life. Run your own 8 hour NLP Breakthrough session during our time together. If your interest is in achieving superior results in business, making personal breakthroughs, or creating a successful coaching practice, these techniques will empower you to make it happen!

And... much, much more...

Why is the Certified NLP Master Practitioner Programme in Scotland?

This course brings together a very special and elite group of people together to a special location once every year. One delegate described it as 'Magical people, Magical places, Magical learning'. We have a lot of work to cover with you and being physically close as a group extends our learning hours together, also...the quality and calibre of coaching that you will receive from the others attending the course is where some of the real gold in this sort of residential approach comes from. A typical delegate on the Master Practitioner is fully committed to their own personal development and many are considering becoming a NLP Master Practitioner, coach or trainer as a future profession. Some excellent business relationships have sprouted from those that meet on this course and many lifelong friendships.

One of the primary focuses on the Master's journey is modelling and we are very fortunate to have the largest Tibetan Monastery outside of Tibet itself on our doorstep in Dumfries and Galloway – so for part of our extensive modelling project we also spend time in a Tibetan temple modelling a monk....this takes modelling to a new level !

What are the pre-study materials?



Before attending the NLP Master Practitioner training course you study from a specially produced, top quality audio program. This set will introduce you step by step to the Master Practitioner topics, giving you a clear and practical understanding of the Master Practitioner materials and how you can start to apply them.

The CD's are easy to listen to, informative and great fun. They can be listened to on their own or as you read through the manual. All this material is included in the price of the NLP Master Practitioner training course and can be completed in your own time. If you have not studied with us before you may wish to speak to us about obtaining a copy of the Practitioner study materials to fully prepare you for our time together.

Why are there different trainers on this course?

“The Master Practitioner Training is the platform we use to bring our Gurus to our students, so that they benefit first hand from what it has taken us years to discover”. Toby
There are multiple trainers leading and assisting on the Master Practitioner each year. Each trainer heads up a section that they have particular industry experience in and are clear models of excellence in that specific area.

Who are the trainers on the programme?



Martin Wyse has been John Grinder and Carmen Bostic St Clair’s assistant and right-hand man for the last 5 years and is probably the most talented and skilful coach/practitioner you could hope to meet. Martin heads up the New Code NLP section of the Masters and it is quite simply awesome.



Sue Knight is an internationally renowned best-selling NLP author and trainer. If her name rings a bell it’s probably because you have seen her book ‘NLP at Work’ in every good book shop. If you want to know how to have excellence and integrity in business and how to be at the top of your field for over two decades, Sue is the lady to model. Sue heads up the modelling and feedback section of masters and working with her at this level is simply world-class and forms an exciting part of the programme.



Toby & Kate McCartney are your hosts for the entire programme and assist you throughout. Our personal and business life is planned around these two special modules and they are quite simply the highlight of our year. We lead all of the projects and break-through sessions and ensure you are working towards your outcomes by providing on-going feedback to challenge and stretch you in new and thought-provoking ways. Expect to get to know us very well...

Who is the course accredited by?

Your certification from this course is world recognised through The AIP (Association of Integrative Psychology) the ANLP (Association of NLP) the ABNLP (American Board of NLP) and Sue Knight Books & Talks.



Course duration

The course is split into two modules each six days long. There is a break of at least one month between modules to assimilate the learning from the first week and to work on your modelling project which you will have prepared for the final week together.

Information on travel and accommodation?

We have a separate Fact Sheet called 'Coming To Scotland' with all the information you need to arrange your travel and accommodation. This can be requested via admin@tobyandkatemccartney.com We do have a special rate of £40 per night B&B available for our guests at the Country House Hotel where this course takes place.

To reserve your place

This course takes a maximum of 25 delegates and is sold out each year. Booking early is recommended. If you would like to speak with us about this training, or to reserve your place, then please feel free to call on 01461 500799.