

# toby & kate mccartney

NLP TRAINING FOR PEOPLE IN BUSINESS



**Certified NLP Practitioner**

## Certified NLP Practitioner



“Thank you again for an awesome week, I loved every second of it and no amount of money could have bought the confidence and belief I now have within myself!”

Jasmine Cross  
NLP Practitioner, May 2009

## Why become a Certified NLP Practitioner?

BIG question!!

The truth is that this differs for each person; however here are a number of typical reasons:

- To understand yourself and others more effectively – NLP is known as the most effective and powerful personal and business development tool kit
- To improve on your managerial capabilities
- To control and utilise your emotional state so it works for you
- To communicate more effectively with others to build relationships, to sell, to manage, to negotiate, to heal, to inspire
- To gain world-class coaching and therapeutic skills e.g. to overcome fears and phobias
- To become a more effective educator, trainer, coach and business leader
- To understand the structure of excellence in any setting and know how to reproduce it for yourself or others
- To use the skills and techniques in NLP to set up a business to help and support others

## What are the pre-study materials?

Before attending the NLP Practitioner training course you study from a specially produced, top quality audio and video program.



You will be sent a 12 CD set that takes you step by step through all the key NLP topics, giving you a clear and practical understanding of what NLP is and how you can start to apply it. 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 full colour manual. The pre-study pack also includes a DVD set with many of the NLP practitioner techniques demonstrated. All this material is included in the price of the NLP Practitioner training course and can be completed in your own time.

Based on recent feedback, we have also learnt that the pre-study set doubles up as a great reference point after the training too.

## What is the syllabus for the NLP Practitioner course?

"Learning and using NLP is a MUST for anyone seeking serious success in business." Toby

### The building blocks of NLP

- NLP Modelling - The essence of Neuro-Linguistic Programming
- Classic Code & New Code NLP - a definition
- Empowering beliefs - experience and interact with the world around you in a new powerful way
- NLP epistemology and communication model - understand how we really communicate with others and ensure you always get your message across.
- Discover and take control of the links between your mind and body

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### Well formed outcomes

- Setting goals and outcomes for personal and professional success
- Use language to assist others in understanding what they really want and how to set goals to achieve their desires

### Rapport - the power of persuasion and influence

- Build rapport rapidly
- Discover the real secrets to body language
- Utilising body language and matching physiology for instant connection with others
- Building rapport through your voice - essential telephone skills
- Negotiate effectively

### Representational systems

- Understand how we represent our world within our mind
- Understand how others represent their world and how you can communicate with them in their language
- Read another person's eye movements to discover how they are thinking

### Submodalities - the coding of our experience

- Learn how to use your brain's programming language
- Beliefs - the key to action and how to change limiting beliefs
- Change your internal representations using submodalities to quickly change unwanted feelings and behaviours
- Use powerful patterns to rapidly break unwanted habits

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### **Language Patterns - the use of our linguistic representations to achieve any outcome**

- Discover how to use language patterns to communicate consciously and unconsciously with yourself and others
- Use language to gain greater recognition of your messages from others
- Use specific questions to reveal vital information
- Challenge and overcome objections by using language to influence and negotiate gracefully
- Ask the right question to get to the very source of a problem
- Language for powerful sales

### **Anchoring & State**

- Create resourceful anchors to enable you to change the way you feel anytime you like
- Collapse anchors to remove the bad feelings from past experiences
- Refine your anchoring skills to create motivational resources
- Use anchors to access high performance states
- Use anchors to access calming states

### **Strategies - a modeling tool**

- Discover and utilise someone's decision making strategy
- Find out how your customer's decide to buy and fine tune your sales process to precisely match their buying strategy
- Change strategies to produce new behaviours and improved results

### **Integration - Personal congruence and focus**

- Learn how to resolve internal conflicts and gain congruence and understanding

### **Time Based Techniques**

- Key to releasing the past and creating the future for healthy and more fulfilled lives

## How many Training Days must I attend?

You can study to become a Certified NLP Practitioner in 2 ways:

1. Attend the 7 day intensive NLP Practitioner course which runs twice per year usually in London, usually Saturday's to Friday's.
2. Split the training days up by attending our NLP Foundations weekend in London followed by the NLP Skills intense long weekend (Friday - Monday) in either London or Scotland (this option is often popular with those who have limited annual leave as it only requires 2 days off work).

## Who is the course accredited by?

Both programmes lead to certification as a Certified NLP Practitioner through the AIP (Association of Integrative Psychology) the ANLP (Association of NLP) the ABNLP (American Board of NLP) and Sue Knight Books & Talks.



## To reserve your place

Our Practitioner courses can get fully booked quickly and our numbers are limited to 20, so booking early is recommended. If you would like to speak with Toby or Kate about this course, or to reserve your place, then please call on 01461 500799.