

# NLP Training & Certification Programmes 2017

from Business NLP Ltd.

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## **Top quality executive coaching and NLP training for ambitious and successful people.**

Business NLP Ltd. runs a number of Society of NLP & Richard Bandler certified NLP practitioner programmes. These include: NLP practitioner, NLP business practitioner, NLP master practitioner, NLP business master practitioner, and NLP coach practitioner. The following information will give you an overview of the programmes we offer.

We run one-to-one (1:1) programmes, In House Programmes, and occasional open courses with other leading trainers worldwide. This document relates to our 1:1 training. You can find out more about this and our other programmes through the contact details at the end.

*"Michael has developed a unique and very positive reputation for Business NLP training for Business and Professional people in a 1:1 or small group format.*

*Michael's approach is respectful and insightful. He delivers. Period. If this is what interests you contact him"*

John La Valle.

Owner - The La Valle® Group;  
President of the Society of NLP™  
(SNLP).

*"I have worked with Michael in many situations where his creative approach to getting the most from the team he is coaching adds to both their business skills and personal capabilities.*

*Everyone feels an individual, a key requirement in building trust and confidence. His relaxed, yet highly motivational, expertise in building a change culture is superb".*

John Whitworth.

Vice President - Sales Effectiveness and Customer Satisfaction at BT

## Programme Structure

All our programmes have two aims:

1. To help you to achieve what you want, and
2. To develop basic NLP skills as habits.

These lead to your personal success as well as your professional certification.

The programmes are 1:1 sessions, usually over Skype or a similar system, and the structure is usually as follows:

- **Discovery phase.** What do you really, really want? This may involve feedback from your key stakeholders. What you want is likely to evolve over the course of the programme.
- **Plan structure and discipline.** This makes it much easier to achieve what you want.
- **Coaching Framework.** A more powerful version of the GROW coaching model. It includes: Beginning Frame, State, Outcomes, Rapport, Questions and Current Situation, Action, Future Pace, and End Frame
- **Additional NLP approaches.** These include Beliefs: Values and Value Rules, Senses and Sub-modalities, Strategies, Hypnosis and Meditation, Stories and Modelling.
- **Certification presentation.** Putting it together. Presenting your future plan.

## Participant Requirements

The NLP programmes are an exploration of and an adventure into how to develop your skill set and achieve your end goals.

To get the very best out of your programme, you will need: a touch of openness, courage, discipline; humility and the ambition to develop yourself; along with being prepared to take easy (and safe) actions without necessarily understanding or agreeing with the reason for them.

The programmes are 1:1 sessions by Skype. Acceptance onto the programmes is by invitation only after you have:

- completed and discussed the pre-outcome quiz below,
- decided what will make the programme really useful to you, and
- added your end goals and milestones to the CoachingCloud platform.

We offer three free sessions to help you with these, after which you will be in a position to know whether the programme is right for you.

## Satisfaction Guarantee

Your investment in NLP is safe with our unique guarantee.

Some clients prefer to pay in total up front, as it gives them additional motivation to finish the programme. In these cases we guarantee to work with them until they've achieved the certification standard.

Some delegates prefer to pay by bank standing order, or Paypal monthly subscription. In these cases, if they don't believe they are getting enough benefit from the programme, they can cancel at any point with one month's notice. There is no penalty charge or requirement to pay for the full course.

We want all our delegates to achieve significant value from our programmes.

## Pre-outcome quiz

Score yourself from 0 (low) to 10 (high) on the following:

(Please note that there are no right answers - any honest answer is acceptable)

1. Do you know what your purpose is?
2. Do you have a plan to achieve your end goals, one which will enable you to celebrate the milestones on your journey?
3. Do you appreciate what you have now, regardless of where you are?
4. Are you able (at least some of the time) to speak your mind without hesitation, make your own decisions and take action upon them?
5. How well do you connect with yourself and those important to you?
6. Do you take enough time out to build health and resilience? For example: doing sport, meditation, art, hobbies etc.?

Be honest with yourself, you only need to share your score, not your thinking.

It's worth re-doing the quiz and comparing the results at regular intervals throughout the programme. Focusing on your response to these questions on a regular basis will naturally lead you towards success and fulfilment.

## What do you want to achieve from the programme?

The more you consider what you need and want from the programme, the more likely you are to benefit. Be ambitious for yourself. Dare to dream. You could be surprised by what you achieve.

Thinking through your end goals and following up on the various actions that emerge will increase your achievements and your enjoyment.

## Recording visions, plan, and daily actions

We recommend our **Entrepreneur MasterMind Community** on the CoachingCloud coaching platform for recording Visions (End Goals), Milestones (Focus Areas) and Actions. When you start, we will take you through how to use this resource, and it will continue to be available to you after the programme has finished.

In addition we recommend a simple daily question review list.

## Business NLP Ltd's NLP programme content

Sequential Elements	Integral Elements <i>(developed when appropriate)</i>
Beginning frame	Beliefs
States and anchoring	Values
Outcomes	Values rules
Rapport	Senses and sub-modalities
Questions and current strategy	Strategies
Timeline & milestones, technique or task	Profiles and preferences
Future pace	Hypnosis and hypnotic inductions
End frame	Time and timelines
	Stories
	Techniques and Tasks
	Modelling

## What makes a good coach and NLP practitioner?

Over the years, we have seen many NLP practitioners at work. Each has his or her individual approach, but we've come to the conclusion that truly great NLP practitioners or coaches share some characteristics.

Our list of characteristics shared by top NLP practitioners.

Despite their different methods, the very best NLP practitioners and coaches all show the following traits. They:

- Help clients connect to an empowering direction and purpose in their lives.
- Realise the impact the environment has on us, and work with their clients to make their environments more supportive.
- Manage their own state in such a way that they create an empowering space for their client to develop similar skills.
- Develop their questioning skills to the level where they can lead their clients to find and own their own solutions.
- Help clients develop a number of effective strategies and processes to move forward on their own, to achieve what they want.
- Watch and listen to their client's responses in the moment and trust themselves to react appropriately.
- Learn to 'tune' all their senses.
- Realise that 'how' their clients think is at least as important as 'what' they think.
- Realise that each client is both unique and special. They trust both their clients and themselves to find a number of approaches to move their clients forward.
- Have a framework of approaches that gives them the confidence to deal with anything that might happen by giving them a number of choices of what to do next, whatever the situation.
- Treat each client as a learning opportunity to both help that client and expand their own capabilities.
- Respect that whatever the client is doing now, it is the client's best attempt to move forward.
- Don't let their own limitations limit their clients.

Another way of looking at this is that the top NLP practitioners and coaches help their clients enlarge their mental maps, and thus help solve more of their own challenges and achieve their ambitions.

## What makes our NLP Programmes special?

There are a number of unique benefits that come with our 1:1 programmes. It is worthwhile taking advantage of them.

- You have a totally safe space to explore, develop and articulate your personal goals and purpose. This process can be exceptionally empowering.
- You have the opportunity to develop a plan to move towards what you want to achieve and formally monitor your progress.
- You have the opportunity to develop and rehearse any strategies, behaviour, and actions that will speed up your progress and make the journey more enjoyable.
- You have the opportunity to explore any challenges and develop practical approaches to solve them.
- You'll be exploring and learning how to use some powerful influence attitudes and skills in the context of what's important to you. This will significantly increase your choices in any situation.

People that trust the process find it genuinely transformational.

Using the CoachingCloud platform and attending our gatherings and events keeps your skills up to date and makes it easier for you to follow through when the programme is finished.

## Session Structure

While the structure of each session will be developed to fit what's required at the time, we will normally follow something very similar to:

- Review of end goals and milestones.
- Review of the previous session's agreed actions.
- Learning content of the session.
- Exploration of any opportunities, challenges and blocks that may arise.
- Reflection on book reading.
- 'Check in' of what you are aware of at the end of the session.

Most delegates find two hours for each session is about the right length of time.

## Certification

Upon successful completion of the programme, your certificate will be signed by NLP Co-creator Richard Bandler and Business NLP Ltd Director and Trainer Michael Beale.

## Programme Books

The programme refers to and draws from the following books. You may find it useful to read some of them.

*The Ultimate Introduction to NLP* by Richard Bandler, Alessio Roberti & Own Fitzpatrick

*Guide to Trance-Formation: How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change* by Richard Bandler.

*Monsters and Magical Sticks: Or, There's No Such Thing as Hypnosis* by Steven Heller and Terry Steele.

*Search Inside Yourself: The Secret to Unbreakable Concentration, Complete Relaxation and Effortless Self-Control* by Chade Meng Tan.

*What Got You Here Won't Get You There: How successful people become even more successful* by Marshall Goldsmith.

*Triggers* by Marshall Goldsmith.

## Programme Support

You have access to <https://www.nlp-techniques.org/> which has more than 60 articles and videos related to the programmes. Throughout your programme, you have priority access to Michael and you can book additional sessions at no additional charge in [Michael's on-line diary](#).

We also have a full range of Richard Bandler CDs and DVDs for sale at our [NLP Store](#).

## Results and Feedback

Each programme is set up to succeed because, before the session starts, we spend time agreeing and recording what will make the programme genuinely useful to you. After every session, we check the progress on this and review and fine tune what you want to achieve.

Towards the end of each session you will have the opportunity to reflect on your thoughts, and when the session is completed, you will fill in an online 'traffic light' feedback form together with any further thoughts. We can use these to develop the next sessions - making your programme tailored exactly for you.

We have a shared responsibility to make the programme work in the very best way.

## Certification Presentation

Accreditation as an NLP practitioner is not difficult, but nor is it automatic. You need to take an active part throughout the sessions and present back for about 15 minutes at the end of the programme.

## A few words about your direction/end goal

- What will you see, hear and feel (and maybe touch and smell) when you've got it?
- What will getting it do for you and those closest to you?
- Some milestones (and challenges) in achieving it. What might be a very first, easy step towards moving towards your goal?
- Some resources that you already have that will help you on journey.
- What additional resources will make the journey easier, more fun and more rewarding?
- What might be the one or two key areas to focus on now to build momentum for your journey?
- What could you stop doing in order to make this journey more successful and fulfilled?
- What are the few key weekly or daily actions to keep you moving forward?
- What are the few key weekly or daily actions to keep you mentally, physically (and spiritually?) healthy to ensure you can easily deal with any setbacks and fully enjoy your adventure?
- What are going to do to keep track of your progress?
- Recap. Describe your direction/end goal and remind us what it does for you, and the people that are important to you.
- How would developing this list to be more useful for you if you were to use it in the future?



## About Michael

Michael has been running his NLP training and coaching business for more than fourteen years. Before starting it, he spent 30 years in retail buying, marketing and business strategy for a number of top UK companies.

He is certified by both NLP co-creators. He is a Richard Bandler certified NLP master practitioner, trainer and coach trainer. He is a John Grinder certified NLP coach and new code NLP practitioner.

In addition he is a certified Marshall Goldsmith stakeholder centred leadership and team coach.

He can deliver individual programmes or put together national and international programmes with the very best trainers or coaches worldwide.

## Contact

Telephone Michael on +44 (0) 1908 506563

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[www.business-nlp-training.uk](http://www.business-nlp-training.uk)

Or book a slot in [Michael's on-line diary](#).

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