# NLP Training and Certification Guide

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## By Michael Beale

*I highly recommend Michael Beale as one of the few trainers licensed internationally by the Society of Neuro-Linguistic Programming -* Richard Bandler, NLP Co Founder

# Contents

# The Purpose of this Training Guide

The purpose of this guide is to introduce you to some of the benefits and advantages of Neuro-Linguistic Programming (NLP) and show how you can benefit from them in both personal and professional capacities.

The guide also introduces PPI Business NLP Ltd, which has 12 years' experience of providing individuals with accredited 1:1 NLP training and coaching focussed on the needs of business and professional people. We also provide a series of business focussed In-House NLP courses.

We currently provide two free 50 minute NLP Objective setting sessions by telephone or Skype.  These help you clarify how our training can be useful to you, and answer any questions you may have.

While you may or may not be one of our target clients, you are likely to find information and links to great NLP resources both throughout this guide and in the resources section at the end.

# What is NLP?

Neuro-Linguistic Programming (NLP) starts with curiosity: curiosity as to how situations work (or don't work). This leads to modelling top performers and the learned skill can be transferred through a number of NLP attitudes, techniques, and tasks.

NLP is a way to develop physical strategies that combine aspects of behavioural psychology, linguistics, hypnosis, modelling and common sense. NLP is a powerful vehicle for personal and business change, used by many thousands of people around the world. It's about exploring attitudes that lead to success, modelling top performers, and integrating the resulting techniques into your business and personal lives.

Applications from early NLP work are now found in many areas of personal performance development including coaching, sales, leadership, change management, and personal influence and impact. The world's top athletes and sports people, entertainers and performers use NLP to mentally rehearse and get into their highest performance frame of mind.

# What are the Rewards?

NLP can help you to achieve better business and personal results on a consistent basis as well as enjoying greater satisfaction in life generally.

NLP is also about letting go of some things that hold you back from being more effective. It can help you to stop analysing and learn to trust your natural processes. You may be surprised that when you connect fully with your senses, you take in more useful information from the outside world.

> NLP is an amplifier that enables you to develop or improve the skills that you already have.

As a result of training with us, our delegates have:

- Gained significant career promotions;

- Started their own successful businesses;

- Resolved conflicts within their businesses;

- Overcome frustrating barriers in their personal and business relationships;

- Gained greater confidence to explore and move towards their dreams;

- Increased their earnings as sole traders;

- Successfully implemented significant business change programs; and

- Much more!

As a side effect of the training all our delegates become more motivated and excited about their futures.

# How is NLP Different?

NLP is different from other development approaches in that:

- It is modelled from individuals who were experts at helping others change. It is not an abstract theory but a set of tools derived from practical experience;

- It takes into account how we connect to the world through our sensory experience and how we store and change that experience through our minds and bodies;

- It is highly effective at connecting conscious and unconscious resources, leading to you discovering 'untapped potential.' NLP combines logical, sensory, emotional and intuitive thinking so you reach your goals more easily; and

- NLP is as much about 'unlearning' and 'letting go' of what you've previously learned and that is getting in your way, as having to learn a lot of new material.

It's worth remembering that while NLP can and does produce immediate 'magical' results, both personally and for business; the best practitioners have spent many, many years practising and refining their craft.

> The best NLP training is through experience rather than traditional classroom learning.

# NLP Framework

While the majority of NLP training is experiential, we have a number of simple frameworks that explain the content of our courses. Previous delegates have found these make it easier to apply some of the concepts.

### Beginning Frame

The frank establishment of any rules, expectations and boundaries involved in conducting an intervention or working relationship to avoid future misunderstanding – If you're heading on a group expedition it's recommended that you're working from the same map!

The most important things to say may often be those you think are too obvious to need saying. With NLP you question and draw attention to the assumptions and expectations that your clients, and you, bring into an engagement.

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### State

This means triggering the appropriate mood through physical change or mental preparation. In NLP we train you to manage your state through the careful replaying of memories, adjustments in your physiology (posture, walk, hand gestures), and by addressing any unhelpful beliefs you may have regarding your performance.

We also train you to recognise your habits and the effect these may have upon on the people you interact with.

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### Outcome

The goals we have in our professional lives often differ from things that are truly important to us as rounded human beings. In NLP we help you to phrase your outcomes in the most exciting and genuine terms.

What is most important in NLP is that goals can be described in sensory terms. This means that a goal is grounded in the physical world and has emotional resonance.

The purpose of a goal is to set a direction which is motivating. The route and the end point are likely to vary many times along the way.

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### Rapport

This is an honest connection and open communication between two or more people. There are many types of rapport and they all have their advantages and disadvantages. If you want to connect to a person, then a state of rapport is appropriate, whereas if you don't want to be influenced it is best to break rapport.

A basic exercise for exploring rapport in NLP is the natural process of 'Matching and Mirroring'. People that click with one another often begin to display similar postures, gestures, and language traits. You will play with matching each other's behaviours to show how this changes the depth of your communication.

**Current Strategy**

This means understanding what you're doing now to achieve, or to sabotage, your goals. It's about being able to elicit information and determine the detailed sensory sequence that people go through in performing their everyday actions.

**Technique or Task**

What will take you from where you are now to where you want to get to? NLP provides numerous tools for helping you acquire any internal and external resources needed to achieve an outcome.

**Future Pace**

This is an imagination exercise that develops a detailed connection between the session and the action needed in the real world to bring about the desired result. It involves imagining carrying out the next smallest activity that, when successfully completed, moves you towards your goal.

**End Frame**

We show you how to conclude and close an interaction with reference to the issues raised in the beginning. This reinforces the positive elements of the session in a way that you are likely to remember and put into action. While you are closing the interaction it is important to emphasise that the learning will continue out in the real world.

# Key NLP Elements

Alongside the typical framework set out above, there are a number of factors that are important at every stage. These are:

### Values

A label for things that are important to you at a core level. These may be very different to corporate values and can be generalised and superficial. A discussion of your values will make it easier for you to connect with what's important.

### Value Rules

These define the criteria by which your values are met in the outside world. In NLP we ask you to explore what has to happen for your values to be met in real life. Let us say, for example, that a one of your key values is 'trust'. We would get to explore the similarities and differences in a situation in which you felt trust, and one in which you did not. The more you understand what is needed to meet that value, the easier it will be to achieve it.

### Beliefs

Assumptions about the world which either help or hinder you in achieving an outcome. With NLP training you explore ways of changing your beliefs when you decide it is in your interest to do so.

### Senses and Submodalities

All our knowledge and experience is acquired and organised through our senses. Understanding how we react to different situations is a key for personal change.

In NLP our senses are sight, hearing, feeling, taste and smell. Submodalities are identifiable qualities of these senses – such as light and dark for sight.

One NLP technique for coping with unpleasant and hindering memories is to change the way they present themselves within our minds. For example, we may ask you to change the colour of the memory, to push it into the distance, or to make any voices comical. This then changes the effect it has upon your state, potentially turning a once unpleasant memory into something neutral or even funny.

### Hypnotic Language

In NLP training you will learn to unlock creativity and gently set a direction through language borrowed from the world of hypnotherapy.

### Time

NLP includes exercises that look at events and experiences from different points in time and perspectives of time. This is very valuable in planning and rehearsing for the future.

### Stories

Stories have a unique structure and can stimulate our conscious and unconscious thinking by conveying complicated information about ideas, states and strategies. Your NLP training will teach you to construct and deliver stories that convey the messages designed to achieve your outcomes.

### Meta Programmes

In NLP, these profiles are used as a way of predicting a person's general preferences for relationships to people and events. They can be used to increase rapport, influence and persuasion.

### Modelling

This is the heart of NLP: the process of systematically coding and transferring attitudes and strategies from one person to another.  Emulating characteristics that successful people have shown in order to get results in defined areas and combining both logical and intuitive approaches. You will learn a variety of modelling approaches on an NLP course.

# NLP for Business and Professional People

NLP is for anyone who wants to explore getting better results at work or in their personal lives.

The NLP training market spans every area of society imaginable. Different NLP training providers specialise in different market groups, so it is important that you choose a supplier that caters for the context and environment in which you're planning to work.

Our speciality is in training business and professional people, and we are delighted to have worked with talented and accomplished people from a wide range of backgrounds, including CEOs, VPs, Account Directors, Technical Specialists, Management Consultants, Marketing Managers, Finance Directors, SME Business Owners, Accountants, Public and Voluntary Sector Managers, Sales Directors, Recruitment Consultants and HR Managers.

# How Does 1:1 NLP Training Work?

One-to-one (1:1) NLP training combines the best of NLP training and coaching. It enables you to work towards your goals and learn a new attitude and skill set that will be useful throughout your life and career.

The training starts with two NLP objective setting sessions to give you the chance to clarify what would make the training useful to you. You can check for yourself that this approach will genuinely help you move towards your goals.

> It is important to have an open mind and be willing to try out new approaches.
>
> Sometimes what you think will work, doesn't but something you think can't possibly help, actually works easily.

You will be shown how to add your goals and milestones to the CoachingCloud on-line coaching and mentoring platform. These goals will develop and evolve throughout the training, they enable you to set the direction you are heading (and change it if you wish).

Most delegates opt for a 2-3 hour session every two weeks either face-to-face or on Skype, together with occasional reading assignments and tasks between sessions. The length of training depends on the specific programme. For example, NLP Practitioner accreditation takes six months, subject to satisfactory progress.

Included in your course fees is attendance at advanced NLP 1-day workshops every 3 months during your training. These give a safe environment to practice and network with other delegates and established practitioners.

# NLP Certification

We provide NLP Certification accredited by the Society of NLP, the original certification body formed by NLP Co-Founder Richard Bandler.

With the SNLP, you can be assured that your certificate and your skills will always be up to date and recognised throughout the world.

While your own growth, development and skill level are more important than any certificate, our delegates appreciate Richard's confirmation, by co-signing your certificate, that you have genuinely received the most up-to-date and effective NLP training available.

While certification is easy and straightforward it is not automatic. You will need to take an active part during your training, demonstrate a degree of openness and demonstrate an increasing competence with the attitudes and techniques of NLP.

We strongly advise you to choose courses accredited by either of the NLP Co-creators, Richard Bandler or John Grinder as they have both significantly developed their approaches to NLP over time.

# How to Unlock the Rewards of NLP

As with a lot of learning, the rewards you receive from NLP training relate to how well you think through what you want to achieve beforehand, and how you apply what you've learnt afterwards. Our 1:1 training is designed to help you with both.

> NLP training requires a degree of courage, openness, and honesty.

As you might expect we recommend 1:1 training, followed by small group training as the most effective method of learning. We do recommend books, DVD and CDs as supplements to face-to-face training, but never as a replacement for it.

We regularly hear from students who had struggled to apply NLP techniques learned from a book or DVD, and who were able to do so after our training programme.

You can read a book about the rules of tennis, but until you stand there and face another player with a racket in your hand, you don't really know how to play tennis.

Similarly, you can read a recipe book and understand the ingredients to make a dish, but until you have cooked, tasted and shared it with friends, you are missing out on vital parts of the experience.

When you have experienced NLP training and seen, heard, and felt the effects of the techniques for yourself, you can fully understand the power and importance of experiential training.

By committing the time and effort into a subject as powerful as NLP, you will definitely recoup your investment many times over.

# Why Choose PPI Business NLP?

PPI's focus is on providing you with the most effective NLP training and business performance coaching available. We focus on helping business and professional people to tackle key issues in their work life, develop their potential and that of their company, and increase their job satisfaction.

To keep our courses on the cutting edge, we continually update our programme with the latest developments in NLP and related disciplines. We have trained with the most respected and highly regarded trainers in the world, including both NLP Co-Creators, to ensure our training is both up to date and of the highest quality. This means that you are sure of learning the most effective approaches and techniques available.

We have more than 12 years' experience of applying NLP in business, so we can understand and relate to your role and ensure that we provide the training and ongoing support that meets your needs.

# Success and Fulfilment Quiz

As part of our <u>NLP objective setting</u> sessions we will invite you to take our baseline quiz. The questions are based on neuro-science research about attributes that are associated with success and fulfilment.

The purpose of the quiz is help you set the scene and think through what you really want. To give a baseline from which to work, give yourself a mark from 0 (low) to 100 (high) for the following:

- Do you have a clear purpose at work and personally?

- If yes, do you have a plan to achieve it?

- Do you know and appreciate what you have now?

- How good are your connections with your friends, family, colleagues and customers?

- Are you able to speak your mind, make your own decisions and take action on those decisions?

- How much time do you invest in generative activities? For example sport, meditation, art, writing and other hobbies?

# Free Objective Setting

To start your 1:1 NLP training we offer two free 50 minute <u>NLP objective setting</u> sessions by Skype or telephone. These will give you the chance to ask questions and clarify what will make the training really useful to you.

We invite you to complete our success and fulfilment quiz (see section above) before agreeing 2-5 end goals.  We then ask you to break each goal into 2-5 milestones and indicate some very simple short term actions you could take for each. You can, and are encouraged to, let these change and evolve throughout the training.

We will show you how to add your end goals to the <u>CoachingCloud</u> on-line coaching and mentoring platform so we can both keep track of your progress throughout the training.

After these two free sessions, you can decide if you want to continue with your training.  You are under no obligation to do so if you decide that NLP training is not right for you yet.

# 1:1 NLP Training

Our 1:1 NLP training normally consists of one 2-3 hour session once a fortnight together with attendance quarterly open sessions throughout the duration of the training.

- For those new to NLP

    - NLP Practitioner training over 6 months, investment £1800.

    - NLP Coaching Practitioner and NLP Business Practitioner over 9 months, investment £2750.

- For existing NLP Practitioners

    - NLP Coaching Practitioner and NLP Business Practitioner conversion over 3 months, investment of £950

    - NLP Master Practitioner training over 7 months, investment of £2500

    - NLP Business Master Practitioner over 9 Months. This is designed individually each time, and so the investment varies.

# In House NLP Courses

As well as 1:1 training for individuals, we also offer in-house NLP courses for your team or company.  Contact us to find out more about the NLP Business Courses we can provide.

# Preparing a Business Case

We have helped hundreds of delegates get management approval and sponsorship for our courses by providing them with the information they need to submit a compelling business case.

# Guarantee

We're only interested in offering the very best NLP training. For our 1:1 NLP Training we give you two free introductory sessions and your only commitment is to pay monthly in advance; you can cancel the training at any time. (No one has done this yet).  In addition we guarantee to give you up to two extra free sessions after your training has finished, which you may use in any way you wish.

# Contact

We offer a number of ways for you to find out more:

Telephone 01908 506563                   Or leave a message on 07944 388621 telling us your name, how to reach you, and the reason for the call.

Email:                                    (Please note you will receive an anti-spam form to
michaelbeale@ppimk.com                    complete)

Wriite to:                                PPI House, 120 Porthcawl Green,
                                          Tatttenhoe, Milton Keynes.
                                          Bucks MK4 3AL.
                                          United Kingdom

Book a telephone or Skype consultation in Michael's on-line diary.

Complete the on-line NLP training courses contact form.

# About PPI founder and director, Michael Beale

Michael is a Richard Bandler-certified NLP trainer and a John Grinder-accredited NLP coach and has been training and coaching rising executives and entrepreneurs for over 12 years.

He has trained with seven international NLP Master Trainers. He runs PPI Business NLP Ltd., an NLP training company for business and professional people and The Executive and Business Coaching Network (EBCN), which is a worldwide network of top business coaches.

Michael creates a comfortable and stimulating environment where people can explore ideas, behaviours and states.

Before running PPI Business NLP full time, Michael was Strategy Development Manager for BT plc.  He has significant experience in sales and marketing, as well as retail buying and merchandising.

*I highly recommend Michael Beale as one of the few trainers licensed internationally by the Society of Neuro-Linguistic Programming.*  Richard Bandler, NLP Co-Founder.