

ADVANCED NLP TRAINING

www.resourcefulchange.co.uk

Contents:

Licensed NLP Coach

- Overview and Course Description 3
- License Agreement and Course Content 4
- Testimonials 5

Accelerated NLP Influence

- Overview and Course Description 6
- Course Content and Testimonials 7

Advanced Hypnosis

- Overview and Course Description 8
- Course Content and Testimonials 9

Trainers 10

Contact Us 10

LICENSED NLP COACH

OVERVIEW:

An advanced Coaching seminar designed to provide essential training for NLP Practitioners to maximize effectiveness as a Coach and become qualified as a Licensed NLP Coach™ through the Society of Neuro-Linguistic Programming (SNLP).

The main focus of the course is on:

- Coaching approaches, strategies and techniques.
- Achieving the coaching mindset through specialised training and awareness.
- Using multiple coaching models selectively and appropriately for different levels of change.

DESIGNED FOR:

NLP Practitioners and NLP Master Practitioners who want to become highly effective coaches and gain an internationally recognised coaching qualification.

COURSE DESCRIPTION:

Coaching is the latest thing in personal development - and it shows. Current coaching qualifications range from free home-study courses through to lengthy academic-style accreditations, so quality and content are variable.

The good news is that if you have NLP training, you have the potential to step powerfully into this thriving area – provided you understand how Coaching differs from other approaches and is much more than simple goal-getting.

This 2 day seminar is designed to provide further training to maximize your effectiveness as a coach and carries certification as a Licensed NLP Coach™ by Richard Bandler and the Society of Neuro-Linguistic Programming (SNLP)

Effective coaching requires specialized tools. Coaches are great at cutting to the source of an issue and guiding you towards outcomes. A good coach should be able to access your internal and external motivations. It's important to strike the appropriate balance for your client. It's important to be motivating and directive when necessary, whilst giving your client plenty of scope to choose their path.

This requires the flexibility to use multiple coaching styles and the awareness to know when each is appropriate.

This seminar is highly practical. I believe in producing highly effective coaches, so expect plenty of practice with all of the tools in addition to learning the concepts, practices and marketing.

Taught as a 2-day intensive, this course will build your understanding and competence on all levels, conscious and unconscious, through a variety of teaching methods and practical skill-building exercises.

Group size is kept small so that you can enjoy the benefits of individual attention. The course is challenging and will stretch you; at the same time it is designed to be relaxing and fun and by the end you will be able to use the skills competently, creatively, confidently and flexibly to achieve your professional and personal goals.

NOTE: All delegates must be Licensed NLP Practitioners or NLP Master Practitioners. Numbers will be limited and the rate is only £547 per delegate (which includes the required SNLP license fee).

Licence Agreement:

This course provides certification by Dr Richard Bandler and the Society of Neuro-Linguistic Programming. The course fee therefore includes a License Fee and entry to the course requires your signing the SNLP Licence Agreement on registration.

Successful qualification as a licensed NLP Coach is on the basis of merit and the evaluation of the course leader of your training is final. We do everything possible to ensure trainees achieve success.

Course Content:

Day 1

- What is coaching?
- Coaching, mentoring and managing
- 3 coaching styles
- Routes into the coaching process
- Awareness drills
- Techniques for quietening internal dialogue
- Metaprograms and blind spots.
- NLP Strategies and the goal-seeking mechanism
- 3 Categories of beliefs
- Linguistic techniques for uncovering limiting beliefs
- Socially or non-verbally communicated limits
- Trimurti belief change

Day 2

- 3 Goal-getting models
- Motivation I
- 2 coaching models
- Psychological Reversals
- Utilising boundary conditions and comfort zone
- Motivation II
- Goals-based vs. values-based coaching
- Process oriented NLP coaching models
- Motivation III
- 3-level integrated Coaching model
- Specialised awareness drills
- Coaching with sleight-of-mouth

Testimonials:

"Although I have trained coaching & coached others over a number of years, I now realise that I have used a narrow process in the past. The course has given me a far greater range of skills and tools that will enable me to become a much more effective coach and use my NLP skills to excellent effect as part of the coaching process."

- Janette Poole, Sixth Sense Training & Coaching, York.

"This has allowed me to take my NLP skills and understand how to relate them to coaching individuals. The models for coaching are clear along with how to integrate NLP with them."

- Des Lawson, HR Director, Paramount Group of Hotels

"This course really integrates NLP and coaching strategies that could significantly impact on future clients. It has been a valuable NLP refresher and comprehensive introduction to coaching with the emphasis on providing an excellent service and encouraging future learning"

- Linda Williams, Financial Controller, Wirral

"To others: Greater insight into self awareness and learning what's possible and rethinking current constraints. Me: clarification of purpose to start own lifestyle coaching practice. To lead my clients to another level to move from the status quo to see what's possible and have clear identified steps to bringing about personal change to enhance their lives. Loved every minute - I'd recommend it"

- H. Cowen

ACCELERATED NLP INFLUENCE

OVERVIEW:

An advanced NLP seminar designed to provide expert tools for Influence which are suitable for use in any area of life.

The main focus of the course is on:

- Approaches, strategies and techniques for ethical Influence.
- NLP and the language and behaviours of Persuasion.
- Subtle Influence - use the lightest touch for greatest impact.

DESIGNED FOR:

NLP Practitioners and NLP Master Practitioners who want to become more effective at influencing others in a coaching, therapeutic, sales or business background.

COURSE DESCRIPTION:

Influence has become a 'hot' word for some, along with 'persuasion' and 'selling'.

Like it or not, we all influence each other every day. I'm not just talking about winning an argument or making a sales pitch. Influence can be as simple as a smile, as subtle as a tone of voice or as complex as a well-constructed argument. The words are important too, yet, it's also vital what isn't said.

And sometimes we have to do more than just 'influence' each other.

When did you last have to win someone over...

- to fund your new project,
- to your point of view,
- about an idea or principle,
- to hiring you?

When you look back at that, I'll bet you used every reasonable means to make things go your way. Did you succeed easily? If you struggled, failed or even did something you're not proud of on that occasion, then all is not lost.

There's a lot more you could do to succeed in future – ethically.

A key understanding from NLP is that communication can be such a complex process that it's impossible for you to have been aware of every reasonable means of influence, let alone made use of them.

However, NLP is a system of modelling excellence and there are many excellent role-models to choose from when it comes to influence. And the resulting patterns of communication are powerful and straightforward in their application.

What is ethical influence? Have you ever thought “if only they could see it my way, they’d know I’m right.” When you learn how to package your ideas within an implicit world-view, they will see it that way. **And you will get to yes.**

It’s important to realise that reasonable ideas tend to be accepted readily, once they are considered fully and in the right context. And every communication you make, every word and gesture you use in the process is the truth.

The truth is a powerful convincer – and you’ll learn how to translate your communication into the language required by that person’s mental ‘convincer processes’ - their ‘personal truth’.

And that’s just one of the areas covered in the 3 day Accelerated NLP Influence seminar.

This is an advanced seminar, designed to accelerate your current abilities. The current cost is **£447** – a bargain, if you understand fully all that I’ve described above.

Course Content:

- 6 Strategies of Classical influence
- Guiding principles of ethical influence
- How to use Convincer language and behaviours
- Non-verbal influence
- Anchoring in Influence
- Subtle rapport
- Tonal influence
- Viral NLP structures
- Memetic accelerators
- NLP Influence overstructures
- Coherent reality constructs

Testimonials:

“The benefits of the course are too numerous to mention. There are so many situations in which I envisage using the skills I have learnt. Using these skills will not only improve my life, but will greatly increase my ability to help the clients who come and see me.

The contents of the course itself were just amazing, the language skills, spacial anchors, were fantastic. I've used some things already at work, and home, with positive results! I particularly enjoyed learning sleight of mouth, and realising that you can help a client just as effectively without even having to put them into a trance.

I'm looking forward to my next course.”

- Angela Lloyd-Martin

ADVANCED HYPNOSIS

OVERVIEW:

An advanced NLP and Hypnosis seminar designed to accelerate the development of NLPers and Hypnotists by providing specialised knowledge and insight into all aspects of Hypnosis.

The main focus of the course is on:

- Hypnotic presentations - use hypnosis easily in one-to-many communication.
- Advanced hypnotic language, for seamless conversational inductions.
- Subtle Hypnosis, including non-verbal trance inductions..

DESIGNED FOR:

NLP Practitioners and NLP Master Practitioners who want to increase their ability to induce trance and further perfect their use of Hypnotic language.

COURSE DESCRIPTION:

The practical skills of Hypnosis have been obscured by many myths. If you're already trained as an NLP Practitioner or Hypnotherapist, you have already put aside such folklore in favour of effectiveness.

However, there's still more to learn. Every field, including Hypnosis, has its 'culture and customs'. Initially they form useful guidelines. After a while, they can actively constrict further growth by forming 'blind spots' in learning.

Consider 'informal' trances. Plenty of these occur in daily life and similar trance states can also be easily reached through indirect suggestion methods and put to practical use.

For example, you might even realise that it's possible to use hypnosis in presentations, meetings or ordinary conversation, though it's likely that you only have a theoretical notion of how that may be done. I've heard plenty of people trying to deliver a proposal or presentation using hypnotic language and remarkably few can do it well. In most cases, the result is stilted or totally bizarre. If you want to properly learn **Hypnotic Presenting**, it's one of the features of this course.

Most hypnotherapists use only one induction – the 'progressive relaxation' induction. While it works just fine overall, it's also time-consuming and often inappropriate for some clients' needs. You can learn to do *far* better than that with much less effort.

And if you think that **rapid hypnotic inductions** are just 'showy' ways of creating trance, suitable only for 'stage hypnosis' or presentations explicitly about hypnosis, you have an opportunity here to supercharge your ability. You will gain experience with of several categories of rapid trance induction and their **practical uses** on this course.

And what is an 'induction' exactly? You're probably aware of several 'formal' methods. However, everyday life requires a lot more flexibility than that. A broader and more useful definition would be 'pathways to trance'. I've redefined the concept of inductions even further to produce a set of guiding principles. The result is **tremendous flexibility in communication**. I will teach those principles for the first time on the Advanced Hypnosis course.

If you're familiar with the Milton Model / Ericksonian language, you might think that the 'embedded command' is the simplest and most powerful form of indirect suggestion. It's easy to gather this impression from the reams of advertising material available online that have supposedly hidden commands heavily marked out. However, it's really quite obvious, in my opinion. It's possible to do much better than that in delivering a **persuasive message**, especially with Ericksonian language. I can show you how in theory and **in practice**.

It will cost you **£447** for a place on our Advanced Hypnosis seminar. If the value of the above knowledge and experience is apparent to you, you'll know this is more than reasonable. Only those of NLP Practitioner level or greater (or with an appropriate Hypnosis qualification) will be admitted as this is an advanced training.

Course Content:

- Hypnotic presentation skills
- Powerful indirect suggestions (not just embedded commands, but something much more subtle and effective)
- Strategies for creating rapid trance
- Conversational hypnosis
- Subtle metaphor
- Tonal fractionation
- Flexible Induction principles
- Patterns in non-verbal suggestion

and more.

Testimonials:

"It was fascinating to learn the rapid induction techniques and deepeners and experience the deep trance phenomena. I especially liked the automatic writing and using fractionation.

The hypnotic presentation skills and conversational hypnosis are fantastic power tools for furthering my NLP. Now, at last I can do NLP without the need for a formal trance induction and incorporate it into everyday situations in the office and at home.

I can whole heartedly recommend this course as being essential to anyone who is seriously interested in NLP."

- Richard Barrett

Trainers:



Philip Callaghan is a Licensed NLP trainer, life coach and author based in York, UK.

He has provided commentary as an expert on the radio and in the press.

He is a Licensed Master Practitioner and Trainer of Neuro Linguistic Programming (NLP) and a member of the International Association of Coaches.

Coming from a background in scientific research, Phil has used coaching principles to dramatically transform his own life and to set up and run a successful training and coaching consultancy.

Contact Us:



Philip Callaghan
Resourceful Change
2 St John Street
York,
YO31 7QT



Tel: 01904 636216



Email: phil@resourcefulchange.co.uk