

# LICENSED NLP TRAINING

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# LICENSED NLP PRACTITIONER TRAINING

## OVERVIEW:

Learn powerful NLP skills in small groups with experienced trainers and become certified as a Licensed NLP Practitioner™ by the Society of Neuro-Linguistic Programming (SNLP).

The main focus of the course is on:

- How language works and therefore how it can be used most effectively, both to communicate with yourself and others.
- How our thinking processes really work and therefore how you can change unwanted behaviours, develop inner resources and increase your personal effectiveness.

## DESIGNED FOR:

Professionals and private individuals who want to increase their personal effectiveness through improved interpersonal skills and reliable tools for peak performance.

## OBJECTIVES:

On completion of the course you will be able to:

- Build deep levels of rapport with others quickly and easily
- Develop instant self-confidence in any situation
- Communicate far more effectively and precisely
- Influence others ethically towards a win-win outcome
- Apply effective problem solving skills and generate solutions
- Think more creatively and precisely in all aspects of life
- Improve self-management and team management skills
- Set and achieve personal and business goals more easily
- Manage meetings, appraisals, interviews and time more effectively
- Resolve conflict more quickly and effectively
- Create empowering new beliefs to break through personal barriers
- Communicate more powerfully, flexibly and confidently to any audience
- Understand and manage the link between your mind and body
- Apply advanced language patterns to influence yourself and others easily
- Elicit specific information from others to by-pass 'fluff' language
- Understand personal motivation strategies and amplify them quickly in yourself and others
- Develop the confidence to competently, creatively and flexibly apply complex NLP skills, to meet any challenge

- Manage your personal/professional life more positively
- 'Model' outstanding performers in your chosen field of expertise
- Use advanced language patterns to maximise marketing, training, presenting, customer service and management ability
- Communicate elegantly at the conscious / unconscious levels
- Coach yourself and colleagues more productively
- Trigger positive mental and emotional states at will
- 'Fine-tune' even your best developed skills and abilities
- Use language elegantly and efficiently in all your communication

## **BENEFITS:**

### **Benefits for your company**

- Enhanced communication skills bring benefits to organisations in areas such as team-building, negotiating, buying, sales, reduce stress and lead to more harmonious relationships at work.
- Increased personal creativity, well being and motivation lead to less stress, less sick leave, more satisfaction, initiative-taking and enhanced performance in all areas.

### **Benefits for you**

- Increased sense of wellbeing, purpose and direction in your life. Confidence and enhanced communication skills enabling harmonious relationships.
- Gain Motivation, direction, confidence, skills, freedom, choices, success (whatever that means to you), positive attitude, increased learning and remembering abilities, the ability to make good decisions, improved health, freedom from old limitations, fears and phobias.
- Change your mind, habits, fear to curiosity, negative states of mind to positive, your life - plan your future and start transforming your present.

### **Benefits for others**

- Communicate better at home, focus and build on the good aspects of your family relationships and learn how to change any negative ones for the better.

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## **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 Practitioner 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:

## NLP Foundations

- History of NLP
- The Key Presuppositions of NLP

## Models in NLP:

### Meta-Model

- Information gathering
- Incisive questions
- Use of precise language
- Precision communication

### Milton Model

- Eliciting responses
- Accessing resources
- Persuasive Language
- Presuppositions

### Representational Systems Model

- Eye Accessing Cues
- Linguistic cues

### Submodalities Model

- Sensory distinctions
- Linguistic submodalities

## Goals

- Well-formed outcomes
- Focus
- Questions
- Time Lines

## Changing behaviours

- Swish Pattern
- 6-step reframing
- Phobia Cure
- Anchoring
- Advanced Anchoring
- Submodality changes
- Changing the internal voice
- Belief change

## Rapport

- Rapport using language
- Rapport using behaviour
- Rapport using commonality

## Accessing Resources

- Anchoring
- Time Lines
- Submodality changes

## Linguistic Skills

- Presuppositions
- Precision in communication
- Persuasive communication
- Well-formed outcomes
- Focus
- Questions
- Reframing
- Chunking

## Modelling

- Strategies
- Calibration
- Tonality

## Testimonials:

*"At the end of this wonderful week, I feel more open to and aware of possibilities in my life, and confident that they will continue to expand. That's so exciting! More than that, I know that all the resources I need are within me."*

Wendy Williamson, York

*"I would definitely recommend this training as it not only provides a way of identifying the types of people you are dealing with and their beliefs, but explores your own preferences and belief system. This is the basis for understanding and then changing/improving as required. I have learned lots of useful tools which I plan to practice and perfect for the benefit of myself and others. Practicing the tools as we go along is invaluable."*

**Christine Hammond, Business Continuity Manager, RWENPower, Leeds**

*"I came on the course thinking that it would include useful ideas to incorporate into my training material. However it has opened my mind to so many possibilities, I now realise there are endless opportunities for utilising the material and for expanding my mind. The course was very relaxed enabling lots of learning to take place and felt very safe in terms of feedback, which was sensitively given. Most important, it was great fun. Thank you."*

**Janette Poole**

*"A thorough introduction to the world of NLP, well paced and relaxed training, spiced with humour and a light touch"*

**David Holmes, David Holmes Hypnosis**

*"I'm amazed at how much I've learned over the week. I'll be using it in my training courses and in planning and doing my sales and marketing. I'll also use it to improve other aspects of my life and friends' and family's."*

**Natasha Goggin, Managing Director, NXG Development Ltd**

*"Excellent week providing a variety of new tools and experiences. I have particularly enjoyed using the reframing techniques and strategies and feel confident I will be able to apply them to a variety of things in the future."*

**Paul Woodmancy**

*"I would recommend this training. It has been a new experience for me, and I have enjoyed taking on a new way of learning. It has given me the tools to clarify my thoughts and move myself forward to a new career."*

**Veronica Davison**

*"The course has been fantastic! Overall, the course has allowed me to go forward and pursue what I want: business; being a better communicator. Phil and Susanna are lovely people and Phil's teaching approach has been First Class! Got everything I wanted and more from course."*

**Jason Arnott, Youth Worker, NERS, Sunderland**

*"Without doubt the best course I have participated in. "NLP without all the jargon." It has left me with skills and abilities I can now use to benefit myself and my clients. A toolbox I will carry with me for the rest of my life."*

**Michael Cummings, Personal & Business Coach**

*"Anyone wishing to understand NLP at practitioner level should seriously consider attending this course. An insightful, thought provoking and practical course affording real opportunities to practice techniques in a safe environment."*

**Michelle Atkinson, Operations Manager, Norwich Union, York**

# LICENSED NLP MASTER PRACTITIONER

## OVERVIEW:

Learn NLP mastery in small groups with experienced trainers and become certified as a Licensed NLP Master Practitioner™ through the Society of Neuro-Linguistic Programming.

The main focus of the course is on:

- Advanced language mastery, enabling more powerful and flexible communication and influence.
- Deeper understanding of thinking processes, including modelling and installing strategies for peak performance.
- Greater understanding of human behaviour, allowing you to identify and achieve business and personal goals and further develop your inner resources.

## DESIGNED FOR:

Those who want to further develop their NLP skills, enabling greater self-mastery and gain additional tools for increasing their personal effectiveness and coaching others to higher performance levels.

## OBJECTIVES:

### Leadership

- Improve self-management and team management skills
- Manage meetings, appraisals, interviews and time more effectively

### Communication Skills

- Communicate more powerfully, flexibly and confidently to any audience
- Apply advanced language patterns to influence yourself and others easily

### Problem Solving

- Trigger positive mental and emotional states at will
- Think more creatively and precisely in all aspects of life

### Enhanced Performance

- Build deep levels of rapport with others quickly and easily
- Set and achieve personal and business goals more easily

### Improved Life/Work Balance

- Discover your values and learn how to integrate them with your company's values
- Understand personal motivation strategies and amplify them in yourself and others

## BENEFITS:

### **Benefits for your company**

Enhanced communication skills which will bring benefits in areas such as

- Team-building
- Negotiating
- Sales
- Stress reduction
- Creating more harmonious relationships at work

A better understanding of human behaviour and motivation, which can lead to

- Increased personal creativity
- Improved well-being and motivation
- Less stress
- More job satisfaction
- Being more proactive
- Enhanced performance in all areas

### **Benefits for you**

- Increased sense of well-being, purpose and direction in your life
- Confidence and enhanced communication skills
- More harmonious relationships
- More motivation, confidence, freedom and success in the areas important to you
- Positive attitude
- Increased learning and recall
- Improved health
- Freedom from old limitations, fears and phobias

You will gain the ability to:

- Change your thinking processes
- Change habits
- Change fear to curiosity
- Change negative states of mind to positive
- Plan your future and start transforming your present

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## **Licence Agreement:**

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Successful qualification as a licensed NLP Master Practitioner 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:

### Advanced language patterns

- Sleight of Mouth patterns
- Changing submodalities linguistically
- Metaphors
- Deliberate multilevel communication
- Stacking realities
- Stacking presuppositions
- Temporal / spatial predicates
- Negotiating
- Breaking generalisations
- Building new generalisations

### Changework Techniques

- Rapid hypnotic inductions
- Deep trance phenomena
- Designer swish patterns
- New behaviour generator
- Core belief change
- Propulsion system
- Multiple time lines
- Polarity breaking
- Timeline patterns
- Threshold pattern

### Advanced anchoring and state control

- Visual
- Auditory
- Spatial
- Contextual
- Internal

### Meta programs

- Identifying meta programs
- Using meta programs
- Changing meta programs
- Values
- Rules (criteria - identification and elicitation of)
- Values integration

### Modelling

- 3 modelling approaches
- Strategies
- Strategy modification
- Deep level identification
- Installing strategies

## Testimonials:

*"Wow!! Nine challenging days with superb training. It's intense, it's rewarding, it's sometimes unbelievable, but most of all it's fun. If you have completed the Practitioner course... this course is a must.*

*I have achieved more in nine days during this course than I have achieved in the last nine years.*

**Michael Cummings, NLP Master Practitioner & Coach**

*"An excellent natural follow-on from the NLP Practitioner programme; building on and drawing on knowledge already existing within myself.*

*New learnings centred around powerful "light bulb" moments. The depth and breadth of material covered was extensive and delivered in a variety of styles that enabled me to see and know how I would be able to use all my learnings in a practical way in both life and work. All of which was underpinned by a strong ethical ethos."*

**Russell Harvey, Training Consultant, Coach, Change Agent, Data Services, npower**

*"The training covered the areas of NLP which most people would expect to be covered. What sets this course apart are some special "secret" additions and the highly experiential delivery and participation. "*

**A Smith, Leeds**

*"The value to me, was to take very rough skills and ideas and develop them to a level of mastery in a very intense manner. This has the benefit of raising confidence and meeting my own "convincer" criteria.*

*An essential part of the training is the effective training, and the strong contribution of the other participants - both aspects were exceptional !!!"*

**R Walsh**

*"Having completed the Practitioner and Masters course within a month, I can thoroughly recommend both courses. They are taught by Phil and Susanna in an enlightening, empowering and often surprising way, which will inform and equip you to put NLP into your life in any way you choose."*

**Marian Terry**

*"What can I say? The most transforming 9 days of my life! Amazing! Thank you so much!"*

**Sarah Barrett, Director, ACC Ltd, Brighton**

*"This course far exceeds expectations, a fun and mind expanding experience presented by true professionals in the field of mind, body and energy work. These skills have greatly impacted on my life and those around me."*

**Amanda L Barlow, Sales Coach/Trainer**

*"The course has been pivotal in the development and growth of me, my life and all aspects of my life. As well as embedding new skills and encouraging my application of them to help others, the safe environment Susanna and Phil create enabled me to explore things deep inside and help facilitate positive change on a fundamental personal level. Thank you, I am a successful, strong, but now more trusting person."*

**April Britton, Barclays Bank UK**

*"Absolutely awesome!"*

*My 'wish list' goals were attained within the first 3 days. As the fundamentals of NLP were covered we moved into the mastery of NLP and the group started to create new patterns. I really felt as if I was in a pioneering development group. All of the trainers and assistants are friendly, good-humoured, down-to-earth and highly skilled. This course went way beyond what I expected. Superb value."*

**Colin G Smith, NLP Master Practitioner**

## 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.

**Susanna Bellini** has 18 years experience in professional training and development and has been involved with NLP since 1996.

She is a highly experienced NLP Trainer and former apprentice of Dr Richard Bandler. She holds a diploma in hypnotherapy and an MA in counselling. Susanna also has Silva Ultramind and Supermind Certificates and is a Level 4 Design Human Engineer.

She continues to pioneer new methods of personal development and advanced technologies for changework.



## Contact Us:



**Resourceful Change**  
2 St John Street  
York,  
YO31 7QT



**Tel:** 07968 223 947



**Email:** [phil@resourcefulchange.co.uk](mailto:phil@resourcefulchange.co.uk)