

NLP Training and Certification Guide

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NLP Training and Certification Guide

1.1 Purpose

The aim of this guide is to introduce you to some of the benefits of Neuro-Linguistic Programming Training and Coaching.

NLP enables you to establish and achieve your goals and lead a highly successful and fulfilled life.

While you may or may not be one of our target clients, you are likely to find useful information throughout this guide that will help you choose the very best training for you.

While we recommend face to face training as the best way to start to learn, experience and practise NLP our resource section at the end of this guide links to over 15 hours free NLP video training, together with recommended books and DVDs.

NLP

2.1 What is it?

NLP combines aspects of behavioural psychology, linguistics, hypnosis, modelling and common sense to determine and explore the attitudes and traits of top performers. It then provides a series of techniques to help individuals to integrate and apply these same patterns into their own daily lives.

Thousands of people around the world use NLP as a powerful catalyst for personal change and to improve business performance.

The creators of NLP, Richard Bandler and John Grinder, undertook extensive studies of people who were highly skilled and respected in the field of human change through which they derived the toolkit that you can learn on a Practitioner course.

Applications from this initial work are now found in many areas of personal performance development including coaching, sales, leadership, change management, influence and impact.

Personalities such as Tony Robins, Derren Brown and Paul McKenna use aspects of NLP to motivate and entertain, and top athletes use refined mental rehearsal techniques to reach the highest levels of performance.

You can even find applications of NLP in relationship, dating and seduction advice.

2.2 Why NLP is Unique

1. It takes into account how we connect to the world through our sensory experiences and how we store and recall those experiences in relation to our minds and bodies.
2. It is highly effective at connecting conscious and unconscious resources, leading to individuals discovering their 'untapped potential.'

3. It is as much about 'unlearning' and 'letting go' of what we've previously learned that is now getting in our way, as having to learn new material.
4. Training in it enables us to explore outside our normal comfort zones in a safe and respectful environment.

2.3 Problems, Solutions and Opportunities

A side-effect of modern society, technology and the current state of our economy is that we are surrounded by a daily noise of unhelpful information, and attempts to manipulate our behaviour in ways that may not be useful to us.

In order to be both outwardly successful and inwardly at ease in this modern climate, an individual must decide what is right for them and filter out inappropriate influences from their environment. This requires a strong sense of personal direction - An area that many have little opportunity to explore and discuss.

NLP gives us a toolbox of attitudes and strategies through which we are able to define our own goals and experiment with the workings of our own minds; Our relationship to those around us, to our own memories and to our physical selves.

NLP helps us develop resilience, both in ourselves and the people we work with and you may quickly find that it gives you many ideas as to how to literally make someones day (and life) through communication skills and state management.

2.4 Content and Subject Matter

Like physical exercise NLP is a discipline that requires perseverance, and what we develop through NLP is a series of positive attitudes, rather than the ability to parrot scripts and phrases. Yet structured content is the necessary starting gate through which we gain the skills and knowledge that make up NLP's true value.

A) Steps in an NLP Intervention

The following is a recommended sequenced approach practitioners can use to assist clients in accomplishing their goals.

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 we think of as being too obvious to need saying.

In NLP we question and draw attention to the assumptions and expectations that our clients, and we ourselves, bring into an engagement.

State

Triggering the appropriate mood for a context through physical change or mental preparation.

In NLP we train clients to manage their state through the careful replaying of memories, adjustments in their physiology (Posture, walk, hand gestures), and by addressing any unhelpful beliefs they may have regarding their performance.

We also train clients to recognise their own habits and the effect these may have upon on the states of those they interact with.

Outcome

Often the goals that we state in our professional lives differ from those truly important to us as rounded human beings. In NLP we help clients to phrase their outcomes in the most exciting and genuine terms.

What is most important in NLP is that goals can be articulated in sensory terms. This ensures 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. We are likely to refine the route and end point many times on our journey.

Rapport

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 fully connect to a person a state of rapport is appropriate, whereas if you don't want to be influenced by somebody it is best to break rapport.

A basic exercise for exploring rapport in NLP is the natural process of 'Matching and Mirroring'; Often people that click with one another begin to display similar postures, gestures and language traits. It is common in courses to play with matching each other's behaviours to show how this changes the depth of our communication.

Current Strategy

Understanding what specifically you're doing now to achieve, or to sabotage, your goals. It's about being able to elicit information and the ability to determine the detailed sensory sequence that people go through in performing their every day actions.

In NLP we teach clients a set of questions to uncover the often unconscious processes that individuals go through in completing any behaviour or task.

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 a client acquire any internal and external resources required to achieve an outcome.

You can read more about NLP techniques by clicking the link in the other resources section at the of this eBook.

Future Pace

An imagination exercise that develops a detailed connection between the session and the action needed in the real world to bring about the desired action.

Imagining carry out the next smallest activity that, when successfully completed, will move you forward towards your goal is a key action in achieving excellent results.

End Frame

Concluding and closing an interaction in reference to the issues raised in the beginning frame; it reinforces the positive elements of the session in a way that clients are likely to remember and put into action.

While you are closing this particular interaction it is important to emphasise that the learning will continue out in the real world.

B) Other key NLP elements

These factors are of importance throughout all stages of an intervention.

Values

A label for that which is important to you at a core level. These may be very different to corporate values can tend to be generalised and superficial.

A discussion of a client's values will make it easier for them to connect with what's important to them.

Value Rules

These define the criteria by which your values are met in the outside world.

In NLP we get explore clients to explore what has to happen for their values to be met in real life. Let us say for example that a client says that a key value for them is 'trust', we would get them to explore the similarities and differences in a situation in which they felt trust, and one in which they did not.

The more they consciously understand what is needed to meet that value, the easier it will be to achieve it.

Beliefs

An underlying assumption about the world which either helps or hinders you in achieving some outcome. NLP training will enable you to explore ways of changing your beliefs when you decide it is in your interest to do so.

Senses and Submodalities

All of our knowledge and experience is acquired and organised through our senses. Understanding how we react to those experiences 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 clients to change the colour of their memory, to push it into the distance, or to make any voices comical. This then changes the effect it has upon their 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 lead through language borrowed from the world of hypnotherapy.

Time

NLP can assist in exercises that help to look at events and experiences from different points in time and perspectives of time, which is very valuable in planning and rehearsing for the future.

Stories

Stories have a unique structure which conveys complex information about ideas, states and strategies very effectively through stimulating both our conscious and unconscious thinking.

Your NLP training will enable you to construct and deliver stories to deliver the messages designed to achieve your outcomes.

Profiles

In NLP, 'Meta Programs' are used as a way of predicting a person's general preferences for relationships to people and events and can be used to increase rapport, influence and persuade.

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 - combining both logical and intuitive approaches.

You will learn a variety of modeling approaches on an NLP course.

2.5 The difference between talking about it and doing it

NLP is a practical rather than a theoretical discipline. It's about producing the results we want in the quickest, most effective and most fun way.

Talking about NLP is not the same as doing it. A number of NLP'ers talk a good talk, but don't seem to help people produce good results. Conversely some may not impress at first, but genuinely help their clients achieve excellent results.

The bottom line is : Can a trainer help you achieve the results you want? To find out you need to take action and in some ways test the trainer. Not only their knowledge, but their ability to help you achieve something important to you.

2.6 How you benefit

Most delegates who come on an NLP courses regret not learning about these attitude and skill sets earlier.

In many ways NLP is about learning the most from any situation, and making the most out of whatever opportunity presents to you.

Therefore while you are likely to benefit immediately from NLP training the benefits accumulate significantly over time. The earlier you start and the longer you practice, the more benefit you get.

2.7 NLP and your Career

As a result of training our students have:

- Gained significant career promotions
- Improved stakeholder influence
- 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
- Successfully implemented significant business change programs
- Found freedom and led a more fulfilled life

2.8 Certification

We recommend you seek out certification accepted by either of the two founders of NLP, Richard Bandler or John Grinder. While there are many good NLP trainers and certifying bodies it is the easiest way of ensuring you're getting the latest and very best NLP training.

We provide NLP Certification by the Society of NLP (SNLP), the original certification body formed by NLP Co-Founder Richard Bandler, through which you can be assured that your certificate and your skills will always be up to date and recognised throughout the world.

SNLP Certification is available at three levels; Practitioner, Master Practitioner and Trainer. We certify up to Master Practitioner Level and only Richard can certify to Trainer Level.

In order to provide a choice of options to our delegates we offer two levels of practitioner training; practitioner and coaching practitioner. As well as two levels of master practitioner training; master practitioner and business master practitioner.

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 an increased competence of the attitudes and techniques of NLP. This is required both throughout your training and at the final accreditation sessions.

NLP Training

3.1 How does NLP Training work?

NLP training is a combination of group learning and individual experiential exploration. In the training group, you will see live demonstrations of NLP techniques and be able to ask questions and understand the principles that underpin the techniques. Then you will work in pairs or small groups to explore the techniques further to find what works in different contexts.

Finally, you will be able to apply the techniques to your own business and personal life and test out the results for yourself.

It is important to have a totally open mind because sometimes what you think will work doesn't and what you think can't possibly work, works easily.

3.2 How to get the most from your training

1. Take the time to choose a trainer that you trust and will enjoy learning from.
2. As a starting point choose 3-4 topics to explore that will make a genuine difference to your life. You can always change them during the training.
3. Make a commitment to yourself that you will learn as much as you can and enjoy the experience.
4. Take an active part, and reflect on what works for you after having experienced an activity and listened to others feedback. Do not pre-judge. Remember everyone on the course is a resource that can help you in some way.
5. Be open and honest. After you have experienced an activity say exactly what you noticed, heard and felt.

6. Enjoy being confused at times. Confusion is often a sign that you're about to learn something important. Both 'confusion' and 'not knowing' are useful at times throughout an NLP training.

And remember, other than reflecting on the above, you do not have to do any other pre-learning. If you're interested in additional learning it's normally more effective to complete it after you've experienced a course.

3.3 Why face-to-face training?

To become effective at using NLP you need an effective learning system.

This normally includes:

- a) Watching, listening and getting a feel for someone experienced demonstrating an approach
- b) Asking questions
- c) Testing the approach yourself
- d) Exchanging quality feedback with the colleague you've worked with
- e) Repeating many times

Book or e-learning on its own, without the practical real world experience is likely to lead to a superficial understanding. And may then require 'unlearning' before you become really good.

However book learning after the practical experience of even a small face to face training can significantly add your learning.

Many of our delegates report back that many NLP books make much more sense and are much easier to read after they have attended a training.

3.4 The benefits of 1:1, Skype and out of class assignments?

A number of our clients have been unable to attend open courses because of work commitments. In this case we've arranged 1:1 face to face or Skype video training supplemented with additional out-of-class assignments, together with the option of attending an additional open training.

This has proved of real benefit where the client has one or more defined outcomes to achieve, and we recommend this as an alternative if you're unable to make our open dates.

3.5 How to compare trainings

A useful decision-making approach is to quickly explore each of the following questions logically, then check your own feelings and intuition as to their importance.

What do you want from the training?

Consider 3-4 topics that if you moved forward on, you would have achieved benefit from the course. This is important because it gives you a personal measure of how useful the training has been. If you're not sure what they could be, simply make them up.

It's likely that those outcomes will change during the training, some you'll solve and some you'll realise don't need to be solved.

Curiously we've found that if people choose a small number of objectives, not only do they move forward on those objectives, but they move forward on other challenges and opportunities that they may not have been thinking consciously about.

Do you know anyone who trained with that trainer before?

Most people attend NLP trainings because they know of someone who has significantly benefited from a previous training. What was their feedback?

Have you spoken to the trainer?

Think about one or two things you would like to achieve from attending and talk to the trainer about them.

What accreditation do they offer?

While there are a great many competing accreditation bodies we recommend trainings accredited by either of the two co-founders of NLP, Richard Bandler and John Grinder. This is because both have developed their training and approach significantly over the years.

How many people are on the course?

Trainings run from several hundreds of people to 1:1 training. The experience and outcome can be very different.

In a large training its a bit like being in an amphitheatre cheering with the audience. In a small training you're the one on stage performing. The first is fun and you'll meets lots of really interesting people, however if your focus is on your own learning and personal development the second is likely to be significantly better.

Local or somewhere different?

Local training can be cheaper in both time and money, however sometimes its easier to immerse yourself when you're in a totally different environment

Modular or Intensive?

Is the course continuous or split into modules? Our experience is that continuous courses are better for the trainers and modular ones better for the delegates as they have a chance to put their learning into practice during the interval between modules.

However in a competitive business environment, if you're in a position to commit to the time and investment, and the dates work, we suggest you take it

Are you comfortable with your trainer?

Its far easier to access and explore different states, ideas and beliefs if you have a good level of rapport and trust with your trainer.

Are you going to learn and have fun, almost whatever happens?

Once you've made your own mind up are you committed to learn the most you can and enjoy what ever happens?

3.6 Q&A: Answers to Delegate's Questions

You focus on business people. Would a 'normal' person benefit from your courses?

Our focus is on successful business and professional people, however anyone is likely to gain from attending providing they are happy to work with our delegates. If in doubt speak to us first.

I've heard that you 'do' hypnosis during the course. Is it safe?

Yes hypnosis is safe within our course environment and it is a normal part of communication. We all use it. However it's useful to learn about it to improve our own influencing skills, and be aware if someone is attempting to influence us against our best interests.

I've come across people that really like NLP, however some people in forums knock NLP as being pseudoscience. What's that all about?

Please ask the writers! As we hope to have demonstrated throughout this ebook, NLP is not about uncritically swallowing dogma, but the careful crafting of questions and exploration. While it is a modelling rather than a scientific discipline all good NLP trainers will keep up to date with the latest neuroscience research as it adds to the results we get.

NLP is an intensely individual exercise. Our role is to test personal approaches and notice what results we get. Sometimes the best approaches come from the least likely places.

What's the value of these 'free' courses I read about?

In a way there is no such thing as a 'free' course, as you're investing your time and attention, and the organisers have to get their money back somehow. As with many things in life what you get is directly proportional to how much you invest both financially and emotionally.

I'm already good, can I just come to your accreditation module and get accredited?

No. Accreditation is fun and easy for those genuinely interested in the subject, but is based on how well you do throughout the whole course, and not just the accreditation session.

Is what we discuss confidential?

Yes.

What happens if a difficult issue comes up during the course, which isn't fully resolved?

This happens occasionally. We will work with you after the course until you're satisfied with the result.

Can you give me names and telephone numbers of previous practitioners so I can get their views?

Yes.

3.7 Other learning methods

There are many ways of continually developing your skills. As mentioned earlier we recommend you start with face to face or 1:1 training as early as you can. However for those that are interested please follow these links.

1. NLP Training Videos: [NLP Training Video](#), [NLP Coaching Video](#), [NLP Hypnosis Video](#), [NLP Success Video](#), [NLP Glossary Video](#), [Richard Bandler Video](#) and [NLP Training on YouTube](#)
2. NLP Books: Recommended [NLP Books](#)
3. NLP eBooks: Recommended [NLP eBooks](#)
4. NLP Cd's: Recommended (best through headphones) [NLP CDs](#), [NLP DVDs](#): Recommended [NLP DVDs](#)
5. NLP Interviews and Podcasts: [NLP Experts Forum](#)

PPI Business NLP Ltd

4.1 Our strengths

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

To keep our courses on the cutting edge, we continually update our programme with the latest developments in NLP, Design Human Engineering (DHE), Neuro Hypnotic Repatterning (NHR) and related disciplines.

We focus on working with business and professional people, so you will be working in a professional environment in a high quality training centre and with like-minded individuals who you can relate to and share your experiences with easily and comfortably.

We work with small training groups normally up to a maximum of 6, so you can be assured of the highest levels of personal attention and time to explore the issues that are valuable for you.

We have over 10 years experience of applying NLP in business and life, so we can understand and relate to your role and ensure that we provide the training and ongoing support that meets your needs. We've also learnt what works.

4.2 Range of courses

We offer a range of SNLP accredited NLP practitioner and master practitioner courses.

All of our public programmes are available in a fully modular format, enabling you to learn at your own pace and so that you have time to apply NLP in your life and business and experience the results for yourself. This means that you can still tailor the programme to your needs by choosing which modules to complete in what timescale.

We may be able to offer 2 day 1:1 training instead of any of our 3 day modules, increasing your flexibility further. However, there will be an extra charge for 1:1 training in a private area. We also offer Skype training.

Many of our students begin by attending just one of our modules because they want to access only the skills of that specific subject. When they then discover the benefits of NLP for themselves, they return and complete the remaining modules necessary for full certification.

All of our modules are normally held on weekdays.

NLP Practitioner

Our Practitioner level training is in a flexible modular format.

1. Foundation (2 days)
2. Basics (3 days)
3. Accreditation (3 days)

Coaching Practitioner

For NLP Coaching Practitioner accreditation you need to complete the practitioner accreditation as above, plus the coaching module from the master practitioner modules.

Business Practitioner

For NLP Business Practitioner accreditation you need to complete the practitioner accreditation as above, plus any master practitioner module of your choice or a business modelling project.

Master Practitioner

For NLP Master Practitioner accreditation you need to complete any three Master Practitioner modules of your choice from the following:

1. Executive Coaching (3 days)
2. Leadership (3 days)
3. Sales Mastery (3 days)
4. Hypnotic Influence (3 days)
5. Change Management (3 days)
6. Presenting Impact (3 days)

Business Master Practitioner

For NLP Business Master Practitioner accreditation, you need to complete five Master Practitioner modules of your choice.

Free Tasters

Register for one of our occasional free taster evenings in Milton Keynes

1. Discover more about NLP and PPI
2. Experience learning NLP for yourself
3. Ask any questions that you may have
4. Get to know the trainer
5. Meet other like minded people

4.3 Coaching

NLP is an excellent discipline for all forms of coaching. We supply coaching services through our sister company The Executive and Business Coaching Network (EBCN)

4.4 Venue

Our NLP Training courses are held at the prestigious Training and Conference Centre at Kents Hill Park near Milton Keynes.

Kents Hill Park is located in Milton Keynes with easy access to London Heathrow, Luton and Birmingham Airports for those travelling nationally and internationally, close to the M1 (J13/J14) Motorway with a regular High Speed train service into London Euston Station.

As an attendee of one of our courses you have membership to their Swimming Pool and Sports Complex.

Kents Hill Training
Centre in Milton Keynes:
Kents Hill Park
Timbold Drive
Milton Keynes MK7 6TT

4.5 Fees

You can see our up to date course fees on our seminar registration page:

www.nlp-seminars.co.uk/seminar

Your fee covers all of the following:

- Training
- NLP Certification
- Full morning and afternoon refreshments
- Lunch

You can pay by credit/debit card, cheque or company purchase order. By visiting our web site you'll also find the most up to date details on any special offers that may be available.

We can arrange overnight accommodation for a small handling charge or suggest where you book yourself.

Please see our [NLP Training joining instructions](#)

4.6 No Quibble Guarantee

If you are not totally satisfied with the course you attended, let us know in writing within seven days and we will return 80% of your course fee whatever the reason. The only caveat is that we must have received full payment at least seven days before the course starts.

No one has ever taken us up on our guarantee.

4.7 Business Cases

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.

Please contact us for more information.

About Michael

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 10 years.

He has also trained with many of the top international NLP Trainers.

He runs PPI Business NLP, an NLP training company for business and professional people and The Executive and Business Coaching Network (EBCN) which is a worldwide network of top 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. As well as his NLP and coaching expertise he also has significant experience in sales and marketing, as well as retail buying and negotiating.

5.1 Testimonials

Our clients include: ACCA, Accenture, Argos, Astra Zeneca, Bank of Scotland, Barclay's, British Sugar, BP, BT, Burlington, Centrica, Oracle...PM's strategy unit, Managers from Local Government, Central Government, Health, Police and The Ambulance Service and leading consultancy and training companies from across the UK and Europe,

You can read customer comments from:

[NLP training testimonials](#)

5.2 Case Studies

Read five business NLP case studies from:

<http://www.nlp-case-studies.co.uk/>

Read a series of executive and business coaching case studies from:

<http://www.coaching-case-studies.net/>

Call to Action

6.1 How to buy, and contact us

You can check dates and register for a course on: [NLP training courses calender](#)

Before attending any NLP course we recommend you talk to your trainer and coach. You can book an appointment for a phone discussion with Michael through his [on-line diary](#). Or leave a message on +44 (0) 1908 506563.

6.2 How to keep in contact

Not yet ready to take a course? You can keep up to date by:

Registering for our quarterly [NLP Newsletter](#)

Register for our occasional [NLP product updates](#)

Join us on Twitter [NLP Michael](#)

Connect on LinkedIn [Michael on LinkedIn](#), mentioning this guide

6.3 Other Resources

[NLP Books](#)

[NLP eBooks](#)

[NLP CDs and DVDs](#)

[NLP Forum](#)

[NLP Techniques](#)

FREE Video training: [NLP Training Video](#), [NLP Coaching Video](#), [NLP Hypnosis Video](#), [NLP Success Video](#), [NLP Glossary Video](#), [Richard Bandler Video](#) and [NLP Training on YouTube](#)

[NLP Training](#)