

Experience the only **ADVANCED**, accelerated and applied NLP/business skills development programme exclusively for learning and development specialists, change agents, training experts, OD and HR professionals available globally today

This unique multidisciplinary course material has been researched, developed and field-tested in different economic sectors over the past 15 years (£1/4M and 20,000 hours investment) with hundreds of business executives, managers, professionals and employees from board room to post room

***Corporate Integrated NLP/Business Masterclasses***

## **ADVANCED NLP Business Skills for L&D Professionals**

Introducing a one-day 'taster' and six-day 'intensive' skills-packed and inspirational programme of up-to-date cutting-edge NLP thinking, advanced models and practical techniques applied, aligned and integrated with different and widely adopted business models, 360 degree/psychometric instruments and competencies frameworks



***Lead Trainer: David Norman and Guest Trainers:  
Dr Ian Halsall, Denis Campbell and Dr Karl Morris***

Whilst not for everyone it is ideal for coaches, trainers and consultants keen to deliver faster and more cost-effective solutions, get better results and facilitate client behaviour step-changes by taking their NLP business knowledge, skills, learning and career growth to a new level. Call now

## What is ADVANCED NLP Skills for Business About

It is an in-depth six-day masterclass training intensive with optional certification designed around a comprehensive, flexible and universal toolkit of accelerated competencies modules:

1. **New Patterns** - Specifically delivers a catalogue of business personal development soft-skill modules (that do not exist or are unpublished!) including: effective delegation, gravitas and stature, emotional resilience, conflict resolution, getting motivated, strategic visioning, creativity and innovation, values alignment, power and politics, and more
2. **Mission-Critical** - Integrates and aligns NLP with models drawn from many mission-critical areas of business, viz: strategy implementation, leadership transformation, sales growth, OD, change management, culture, talent development, BPR, lean, six sigma, appreciative inquiry, customer care and many more
3. **Multidisciplinary** - Is underpinned by drawing on a wide spectrum of respected authors, trainers, business school academics and management consultants bringing together the best of: NLP, organisational psychology, accelerated learning and best business practice
4. **Workbook** - A photocopy handout of 500+ slides of original content-rich course material with virtually no restriction on use and editing (for personal development and own business) together with dozens of exercises integrating and aligning NLP with various business models, frameworks and instruments (pre-packaged fully-developed licensed electronic copies of all PowerPoint slides are optionally available to participants at a large discount)
5. **Business Impact** - The course will show participants how to recognise and overcome the pitfalls, myths and secrets and ensure NLP is successfully aligned with organisation and business goals. How to integrate course materials and skills into your organisations soft-skills coaching, workshops, talks and trainings



## Who is it for

NLP trained and/or experienced coaches, trainers, change agents, L&D professionals and internal consultants interested in honing their skills, acquiring deeper knowledge, accelerating learning, applying fresh ideas, showing more 'how' than telling 'what,' improving training design and results by integrating, aligning and applying NLP successfully (or more successfully!) in your current work in the private or public sector

## How much NLP do you need to attend

Anyone can participate with a 'reasonable' level of NLP training, knowledge, experience and skills - ideally a minimum level would be considered practitioner level, even better have completed master practitioner or better still trainer level. It can be expected that the more NLP training, knowledge, skills and experience you have the more you will expand your toolbox of advanced NLP skills, insights, knowledge and techniques that can be applied in business

If you are a bit rusty or want to get up to speed on NLP enquire about the intensive video Skype 121 bespoke training or in-company group accelerated training

## 20 things about corporate NLP that can matter

You will learn and take away from this advanced and applied NLP programme for business a unique productivity, learning and competitive edge. That will include:

- **Align** - How to align and integrate NLP tools with popular business school and academic psychology models, concepts and frameworks in: strategy, leadership, sales, change, talent, BPR, lean, six sigma, appreciative inquiry, customer care, etc
- **Dovetail** - Be able to dovetail or map NLP techniques onto any psychometric instrument, 360 degree feedback, personality profile or competencies framework
- **Underdeliver** - Understand why many standard NLP techniques work well in therapeutic work but can underdeliver in business and how to redress shortcomings
- **Inappropriate** - Learn why many 'kinesthetic' NLP techniques (anchoring, timelines, TFT, etc.) can be inappropriate in business and how to use other approaches that deliver equally good or even better results
- **Enough** - Understand why many 'classical' patterns (swish, perceptual positions, DTI, V/K dissociation, etc.) are rarely enough on their own to guarantee rapid, safe, effective and sustained change and how to 'top-and-tail' and 'mix-and-match' them
- **Accelerate** - Understand how to use psychometrics as 'maps' (eg. MBTI) to accelerate career growth by expanding client behavioural flexibility (Ashby's law) of 'natural talent' to 'beyond talent'
- **Reconfigure** - Understand why many standard NLP 'therapy' techniques do not work well in addressing potential derailer/weaknesses/remedial issues and how to reconfigure them so they do
- **NLP-Jargon** - How to translate (client turn-off!) NLP-jargon into more acceptable corporate language (eg. patterns into abilities, submodalities into qualities, rapport into getting along with people, trance into effortless change, sensory acuity into reading people, and hundreds more)
- **Eclectic** - 3<sup>rd</sup> generation/Dilts, new code/Grinder, metastates/Hall, dynamic spin release/Hollbom, social panoramas/Derks, trans-formations/Bandler, and others)
- **Outside** - Learn how to accelerate the effectiveness of your sensory acuity to extraordinary new levels by reading submodalities, relationships, values and metaprogrammes on the outside
- **Patterns** - Where to use recursive ('the more you fail the more you succeed'), propulsion ('1+1=3' => away from+towards=synergy) and generative ('learning-to-learn') patterns
- **Pareto** - How to get 80% of the benefits from just 20% of what you have learned about the metamodel, Milton model, SoM, metaprogramme and predicate patterns
- **Action** - Know how to overcome clients 'action plan' personal growth and development procrastination and limitations with an empowering 'action process'
- **Modelling** - Where NLP 'modelling without models (exemplars)' can quickly add real value, deliver high impact business results, performance improvement and step-changes in behaviour
- **Popular** - The role of some popular models, viz: Joseph Campbell's 'hero's' journey,' Ken Wilber's 'theory of everything,' Martin Seligman's 'happiness,' Zen 'meditation,' Mihaly Csikszentmihaly's 'flow,' Dan Goleman's 'EQ,' and many others
- **Minimise** - Focus on one-trial learning methods to minimise or avoid the need for repetition, regular daily practice or other repeat dependencies
- **Boundaries** - Know where and when (and if!) appropriate and beneficial to cross private stuff boundaries (relationships, bereavement, sports, hobbies, dyslexia, allergies, and so on)
- **Instant** - How to deliver and measure 'quick fixes that stick' instant potentially deep step-changes ('what they will do differently on Monday morning') that are also lasting and cumulative
- **Chosen** - Learn dozens of new and carefully chosen, developed and crafted NLP patterns specifically adapted or newly designed for rapid effective business results



(NB. Leadership Dynamix/MindSkills reserve the right make changes or alterations to this programme and course without prior notice or notification)

## NLP foundation sources

The lead trainer David Norman has personally attended nearly 200 days (2,000 hours) of NLP training intensives mostly in the USA and UK with around 50 different trainers including co-creators: Dr Richard Bandler and Dr John Grinder, co-developers: Robert Dilts, David Gordon, Judith DeLozier, and many other leading master trainers, viz:

Dr Tad James, John Overdurf, Dr Michael Hall, Tim Hallbom, Eric Robbie, Joseph Riggio, Julie Silverthorn, David Shephard, Shelle Rose Charvet, Christina Hall, John Seymour, David Grove, Dr Michael Yapko, Stever Robbins MBA (Harvard), John Dilts, Michael Breen, Dr John Edgette, Julian Russell, Peta Heskell, John Seymour, Michael Grinder, Ian McDermott, Dr Sid Jacobson, James Lawley, Charles Faulkner, and many more

David also has an extensive personal library (and he has read most of them!) of many hundreds of personal development, NLP and business books

## Certification

The 'Certified Advanced NLP Executive Coach' is optional for a modest fee and will consist of a combination process of continuous self-assessment and trainer evaluation

## Fees

	1-Day 'Taster'	6-Day 'Intensive'
A. Normal Economic Conditions Fee		
Fixed event fee + fee/participant	£1275 + £225	£6725 + £1050
<b>B. ECONOMIC DOWNTURN 2010/11 fee (less 33%)</b>		
Fixed event fee + fee/participant	<b>£850 + £145</b>	<b>£4450 + £695</b>

1. All fees in pounds sterling + VAT (UK). Euros/dollars at prevailing exchange rates
2. 6-day 'intensive' can be delivered in one full week, 1-day/month over 6 months or 1-day/month every 2 months over 12 months
3. Course to be run in-company or company sponsored venue. All participant refreshments, lunches and all other subsistence, travel and hotel accommodation expenses are for the company account
4. Optional certification for 6-day programme completion is £100/person

## Lead trainer profile



### David Norman

Linkedin: <http://uk.linkedin.com/in/davidnorman1932>

Web: <http://www.leadershipdynamix.com/>

*BCom (Hons/Advanced Management Science), BCom (Triple Majors/Economics, Business Economics & Organisational Psychology), Chartered Engineer, MIET, FRSA. Board-Certified Trainer, Master Practitioner (2X) and Practitioner of NLP*  
15 years track record as executive coach, trainer and consultant. Previous career in business strategy management consulting, general management, marketing and sales and R & D with CSC, TI and IDG. Course designer. Corporate work with M & G Investments/Prudential, GlaxoSmithKline and Group 4 Securicor. Published books on high-performance NLP coaching and business strategy

## Guest trainer profiles



**Dr Ian Halsall**

Linkedin: <http://my.linkedin.com/pub/ian-halsall/5/a1b/18b>

Web: <http://nlp4asia.com/>

*PhD (Cantab), MBA, BSc. Board-Certified Trainer and Master Practitioner of NLP*  
Visiting NLP lecturer INSEAD, Corporate work with Shell, Procter and Gamble and DuPont. Published 2 NLP books



**Denis Campbell**

Linkedin: <http://uk.linkedin.com/in/dncgalliummoore>

Web: <http://www.galliummoore.com/index.php>

*BA (Hons/Finance). Trainer and Certified Master Practitioner of NLP*  
High-tech M & A throughout Europe. Corporate work with Xerox, EDS, AT&T and Mars



**Dr Karl Morris**

Web: <http://www.golf-brain.com/index.php>

*PhD (Sports Psychology). Certified Master Trainer, Trainer and Master Practitioner of NLP.*  
Corporate work with Red Bull, Investec, Akzo Nobel and Barclays Wealth. Published 3 NLP books

## What people say . . . and firms where techniques applied

"David Norman's work has always inspired me! He brings a new level of clarity and understanding to NLP in business and most important he teaches the 'How' not just the what. These simple yet practical techniques will enable you to change your thinking and instantly translate it into action. I highly recommend this programme." *Dr Belinda Quinn, Vice President, GlaxoSmithKline plc*

"For those who don't have the opportunity to experience David's exemplary business NLP skills in-person, I'd highly recommend this course. He has distilled years of experience and expertise into a programme of highly effective how-to's, delivered in an easy-to-understand, unique format. Do yourself a favour and attend it." *Malcolm Levene. Self Development Business Coach, Author and CEO Power of One*

"I have found this programme a superb resource providing me with some powerful tools that I use in a wide variety of situations, as well as assisting me in developing fresh ways of thinking. This is a must-attend for everyone who wants to make small changes, for big improvements," *Jacqueline Hughes. Head of Global Talent Development. Prudential plc*

"A well structured course giving accelerated understanding of techniques that can take years to learn. Once applied it will change your thinking and perceptions on performance and allow you to deliver results you did not think were possible." *Neal Barnes. HR Consultant. Soiana Consulting.*

"David clearly demonstrates his exceptional skills and insights that he shares with his audience in a wonderful learning experience that can bring you closer to your own goals. For me these events feel like I come away knowing exactly what to do and how to do it. The power and simplicity of this unique approach may surprise you!" *Trevor Lewis. Chief Executive. Medical Device Consultancy*



"This course achieves the impossible by combining and succinctly summarising behavioural change techniques for motivating and engaging both leaders and their teams. As well as drawing on proven NLP methods it also takes the delegate much further towards personal mastery and delivery of high performance. Join up now!" *Gordon A Headley. Chief HR Officer. Tullow Oil plc*

"Years of wisdom and experience captured in one training event. I recommend it as a must attend for any performance coach who wants to get to or stay at the top of their profession." *Sean Gardiner. Founder. Complete Clarity Life Coaching*

"We know that David Norman is an effective coach, trainer and consultant - we have many examples of his demonstrating subtle client interventions resulting in real, positive and practical change - it is great to know he is sharing his 'secrets of success.'" *Michael Alsop, Head of Executive Development, Group 4 Securicor plc*



### **Why soft-skills is 75% of the key to superior business performance**

Studies with Fortune 500 CEOs by Stanford Research Institute and the Carnegie Mellon foundation found that 75% of long-term success for most levels depended on people skills and only 25% on technical skills. To achieve superior business performance employees need technical knowledge and analytical thinking skills but also need soft-skills to be effective in dealing with clients, employees, managers, directors, media, shareholders, peers, teams, suppliers, strategic partners, vendors and the public

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