

The only open masterclass event in the UK in 2010 and the only **ADVANCED**, accelerated and applied corporate NLP skills development programme available anywhere 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

London. TBA Saturday to Friday Sept/Oct/Nov 2010

ADVANCED NLP Skills for Business

Seven packed, inspirational and intense days of the most up-to-date cutting-edge NLP thinking, advanced models and practical techniques applied 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 earnings potential to a new level. Book now

What is ADVANCED NLP Skills for Business About

It is an in-depth seven-day 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- Specifically delivers a catalogue of business personal development soft-skill modules (that do not exist or are unpublished!)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, 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. **More Money** - The course will show how to recognise and overcome the myriad of pitfalls, myths and secrets involved in applying NLP successfully in business. How you can make more money by using these course materials and skills in your own coaching, workshops, talks and trainings



Who is it for

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

How much NLP do you need to attend

Anyone can attend 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 aligned and applied successfully in business

If you are a bit rusty or want to get up to speed to attend I offer an intensive 8 hours of NLP training (compressed from 8 days) by video Skype 121. Please enquire

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** - 3rd 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 mainly USA and UK NLP training intensives 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. London. Saturday 18 to Friday 24 September 2010

Delegate 7-Day Course Fee Individual (Self-Funded) Corporate (Sponsored)

Normal Economic Conditions Fee	£5625	£6975
ECONOMIC DOWNTURN 2010 fee (-33%)	£3750	£4650
Less early-booking (-15%) discount	£3250	£3950

1. All fees in pounds sterling + VAT (UK). Euros/dollars at prevailing exchange rates
2. Course fee includes lunch and all morning and afternoon refreshments. Other subsistence, travel and hotel accommodation expenses are for your own account
3. To ensure optimal learning and participation delegate numbers are strictly limited
4. Optional certification is £100
5. To repeat course in future at any time 50% discount
6. Further discounts apply for multiple bookings made at same time

Booking: by email or telephone. **Payment:** cheque, bank transfer, credit card or pay pal

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 CDC, 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, peers, teams, strategic partners, vendors and the public

Bookings, payment and enquiries: David Norman. +44 (0)1932 872433/872741
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