



NLP PRACTITIONER brochure

What is NLP about?

NLP is fundamentally about you and me... human beings!

More specifically it's about how we think, how we learn, the ways in which we devise strategies for coping with the world, how we behave... and therefore whether we set ourselves up for easy success!

NLP provides us with a way of understanding not only ourselves, but other people too, and learning to communicate with them in the most appropriate and effective way possible.

NLP provides tools and resources for inspiration, motivation and success. It brings accelerated learning and advanced teaching techniques, improves confidence and motivation.

And it generates a spirit and attitude of excellence in those who embrace it, fostering a culture of wanton curiosity which encourages people to question and discover more about themselves, others and the world around us.

NLP helps to reduce conflict and stress, and encourages the individual to take personal responsibility for their life.

NLP does not require you to believe in anything. It is simply a set of tools and resources which you can pick up and use, or put down as you wish. If you find something doesn't work too well for you (and you probably will at some point) then you are encouraged to leave it behind and move on to find something that does.

NLP is about training your mind to experience the wonders, not focus on the problems. It's about learning to let go of things which have held us back, and live the life we want to live, however that may be.

It's about getting our outcomes...it's not a theory, it's about finding out what works....and achieving the results!

So consider where and how NLP could be useful to you....

In your business life

In your family life

In your social life

In knowing and achieving your dreams

How does it work?

NLP started back in the 1970's when two people, Richard Bandler and John Grinder asked the question..."What makes excellent people excellent? What is it that they do differently compared to others that sets them apart?"

The question so intrigued Richard and John that it became a university research project, and they went out to find people who were top of the tree, the best in their chosen fields, and closely observed them over a matter of time, hoping to find the answer.

What they discovered astonished them. They found a number of underlying "patterns of behaviour". They discovered these patterns of behaviour were present in the way these people spoke, the words they used, how they sat, the manner in which they presented themselves, even how their breathing was.

"If it is possible in the world, then it is possible for me!"

After a while, they began to realize that each of the subjects they were studying didn't really know what it was that they did that made them brilliant....they just naturally did it. Richard and John understood that even though the patterns of behaviour were so unconscious and natural, that they could in fact be replicated, and they began themselves, just by following the patterns of behaviour, to achieve similar results without having the life-time of knowledge and experience.... NLP Modelling was born, and it remains a fundamental part of the teaching of NLP...the theory is that if one person can do a thing, that another can too.

NLP then developed further...the patterns which worked time after time after time were "coded", that is they were written down, so that others could simply learn them, and the technology has developed and grown massively. Thirty five years later, NLP is known worldwide for its incredible results, and is used by some of the worlds most successful people including:

Barack Obama – US President

Bill Clinton – Former US President

Tony Blair – Former UK Prime Minister

Andre Agassi – World Champion Tennis Player

Anthony Robbins – Worlds No 1 personal development speaker

Paul McKenna – Famous hypnotist and therapist, prodigy of Richard Bandler (co-developer of NLP)

Bill Gates & Warren Buffet - Worlds' richest men (who didn't inherit their wealth!)

Derren Brown – Entertainer and Mentalist

By now, you may be beginning to realize that NLP is exceptionally powerful and takes people to the top.

How can it help me in business?

NLP is regarded by some of the worlds' top CEO's and entrepreneurs as one of the most powerful tools a business professional can have in their "kit bag"!

NLP **motivates** people to be completer-finishers!

NLP **inspires** people to be creative, to have ideas, explore them, and be able to communicate them to others!

NLP **brings** an understanding of process to a business, allowing it to be more productive and less wasteful!

NLP **challenges** individuals to take total personal responsibility, and stop making excuses!

NLP **enables** people to achieve their outcomes simply!

NLP **provides** tools to assist you in closing deals!

NLP **helps** you to take your customers elegantly on a "journey", so they can experience what it would be like with your product/service!

NLP **assists** people in moving beyond stress and into optimum states of being which allow them to let go of frustrations and be more focused on the task at hand!

NLP **makes** it easy to move from blue skies thinking into minute detail, which helps formulate strategies! NLP gives you many ways to get a conversation moving in the direction you want it!

NLP is **energetic** and fun, and encourages always learning.

NLP **prevents** conflict and provides resources in dealing with challenges in a calm and balanced way

NLP simply gets results!

We know that not everybody will immediately believe the above statements, however we also know that they probably haven't learned NLP yet!

Can you prove it's worth it?

PUTTING VALUE ON NLP IN BUSINESS

Fastforward NLP is one of the leading NLP and personal development training agencies in the UK, and we are often asked by people to demonstrate the value on their business. Rather than give waffle, and talk about the "possible benefits" we have had independent economists develop tools to calculate what the effect is on a business of an individual becoming a certified NLP Practitioner.

This unique tool was commissioned by Fastforward NLP through a partnership of tax consultants, company valuation organizations and business/economics professionals to detail the net effect on:-

turnover

costs

profit margin

price/earnings ratio

company valuation

So not only can we demonstrate the value of NLP Practitioner training through our hundreds of testimonials, we can also demonstrate the value to the business bottom line.

PUTTING VALUE ON NLP IN PERSONAL DEVELOPMENT

In 2009 we conducted an independent economic report with an Oxon economist using data collected from a representative cross-sample of people who had undergone NLP Practitioner training with us in the last year.

Each person was asked to analyze, discuss and rate their personal experiences before, during and after the Practitioner course. We discovered that in almost all the cases, those questioned said they:

felt more in control of their lives

were earning more money

were taking more personal and family time, and going on more holidays

were giving more charitably

were better able to recover from setbacks quickly

were more equipped at dealing with challenges and conflict situations

were more balanced in their home/work life

had a more positive outlook on life

We don't know how you will choose to use NLP, whether it will be more important in business or in your own personal growth and development, or maybe both together! We only know that in finding out you will have a very unique and potentially life- changing experience which we know will delight and inspire you.

What will I learn at Practitioner?

We are involved not only in the teaching of traditional NLP techniques, we also have been proactive in bringing the ongoing development and new research into human behavior and communication to our training program.

Our training programs include traditional NLP, New Code NLP, Humanistic Neuro-Linguistic Psychology, Coaching techniques, the Law of Attraction and advanced learning techniques.

Subjects at NLP Practitioner level include:

History of NLP

Beginnings of NLP History and development Epistemology Model of knowledge The presuppositions of NLP

Outcomes

Successfully setting outcomes Circle of excellence Outcome questions Wellformedness conditions Cartesian Coordinates

Communication

NLP communication model Rapport Representational systems Predicates Eye accessing cues Sensory Acuity

Submodalities

Elicitation Swish Pattern Submodality Map across Belief change Pattern

Magical Language

Linguistic Presuppositions Hierarchy of Logical Levels Meta Model Milton Model Pacing & Leading

Anchoring

Setting and firing anchors Application of anchors Stacking Anchors Collapsing Anchors Chaining Anchors

Reframing & Parts

Understanding parts Parts Integration Content & Meaning Reframe 6 Step Reframe

Hypnosis Techniques

Use of metaphor Induce trance Advanced Hypnotic language Ericksonian Hypnosis

Accelerated Learning

Advanced memory techniques The 'O'Brien' Method Strategies for neurological acceleration

What is the Investment?

Certified NLP Practitioner costs are as follows:

Training Program - £1700 + VAT (this includes £25 certification fee)

We run 3 certified Practitioner courses per year, with one PREMIUM PRACTITIONER which is a residential course held at an exotic location somewhere outside of the UK. (Please note additional fees apply for Premium Practitioner)

Normally, NLP Practitioner courses are held in Yorkshire at one of the regions' top conference centre, although we do occasionally run Practitioner courses at other venues in the UK.

How do I know you're the best?

We recognize that although NLP training is often quite similar in format, the quality and styles of trainers vary dramatically.

Our trainers are all certified by the INHNLP, one of the most respected bodies in the UK.

We use our own unique manuals and MP3 series, created over years by ourselves, which are designed to accelerate learning and enhance the overall NLP experience.

We are the ONLY NLP training company in the UK which has conducted proven research into the business benefits of NLP, and have taxation specialists, company valuation experts and economists who have put their names to our trainings as top of the league.

We have a direct lineage of training from the co-founders and in 2009 certified over 100 practitioners, making us one of the most successful NLP organizations in the UK.

We do not just give certification for attending a course...we set high standards and we stick to them.

We are the only NLP training school to teach accelerated memory techniques, and our Practitioners retain vast amounts of information and learn strategies which enhance their overall memory.

BY NOW YOU MAY BE GETTING THE SENSE THAT YOU MAY WANT TO TALK MORE AND SEE HOW WE CAN HELP YOU ACHIEVE EVEN MORE.....

For more information or to discuss any aspect of this training, please contact us on:

YORKSHIRE OFFICE

4th Floor Folly Hall Mills
Patterdale Chapel Hill
Huddersfield
HD1 3LS

CUMBRIA OFFICE

St Catherine's Cottage
Patterdale Road
Windermere
Cumbria
LA23 1NH

MERSEYSIDE OFFICE

7th Floor Silkhouse Court
Tithebarn Street
Liverpool
L2 2LZ

Please contact us on **015394 42274** or email **info@fftad.co.uk**

Visit our website at www.ffnlp.co.uk