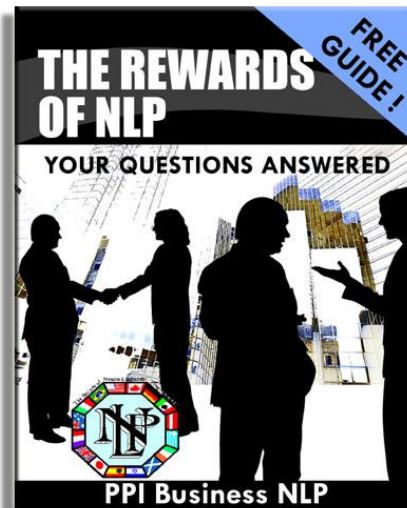


NLP Training Guide – 2010

Training Guide explains the benefits of PPI Business NLP Training, who it's for, certification and questions to ask

NLP TRAINING AND CERTIFICATION GUIDE

Guide to “Reaping the Rewards of NLP”



Many People have used NLP to achieve significant business and personal objectives and enjoy greater satisfaction from life.

The purpose of this short eGuide is to show what NLP is, ***how you can benefit from NLP***, the ways you can start and how PPI Business NLP can help.

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[PPI Business NLP Ltd](#)

See the Guide Online: [NLP Training Guide](#)

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NLP TRAINING AND CERTIFICATION GUIDE

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1: The Purpose of this Training Guide

The purpose of this guide is to introduce you to some of the benefits and advantages of Neuro-Linguistic Programming (NLP).

The guide also introduces PPI Business NLP Ltd, which is unique in providing NLP training and coaching focused on the needs of business and professional people, with a particular emphasis on rising executives and entrepreneurs.

In addition, PPI provides a flexible series of modules that you can complete to fulfil a short term need or as part of a long term personal development plan to become a fully accredited NLP Master or Business Master Practitioner.

While you may or may not be one of our target clients, you are likely to find information and links to a lot of great NLP resources both throughout this guide and in the resource section at the end.

2: What is NLP?

NLP is an approach towards developing mental and physical strategies which combines aspects of behavioural psychology, linguistics, hypnosis, modelling and common sense. NLP is a powerful vehicle for personal and business change, used by many thousands of people around the world. It's about exploring attitudes that lead to success, modelling top performers and integrating the resulting techniques into your business and personal life.

NLP initially centred on the development of communication, thinking and personal change skills. The creators of NLP, Richard Bandler and John Grinder, undertook extensive studies of people who were highly skilled and respected in the field of personal change and from these studies 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 and personal influence and impact.

Personalities such as Tony Robins, Derren Brown and Paul McKenna use aspects of NLP to motivate and entertain, although it can support individual change in anything from career choices to lifestyle and health. If you watch these programs and notice the techniques used by the experts on them, you'll see NLP in action.

The world's top athletes and sports people, entertainers and performers use NLP to mentally rehearse and get into their highest performance frame of mind.

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

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NLP is not only about finding new ways of attaining your goals and objectives, but also removing any 'blocks' you may have had that stop you from achieving those goals.

NLP is different from other personal development approaches in that:

- It is modelled from individuals who were experts at helping others change; it is not an abstract theory but a set of tools derived from practical experience
- It takes into account how we connect to the world through our sensory experience and how we store and change that experience through our minds and bodies
- It is highly effective at connecting conscious and unconscious resources, leading to individuals discovering their 'untapped potential.' NLP combines logical, sensory, emotional and intuitive thinking to enable you reach their goals more easily.
- NLP 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 a lot of new material.

It's worth remembering that while NLP can and does produce immediate 'magical' results, both personally and for business, many of the best Practitioners have spent many, many years practising and refining their craft.

You could therefore regard any NLP training as the start rather than the end of your adventure and learning.

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3: Who is NLP for?

NLP is for anyone who wants to explore getting better results at work or in their personal lives.

The NLP training market spans every area of society imaginable, and different NLP training providers specialise in different market groups, so it is important that you choose a supplier that caters specifically to the kind of people you want to train with. You will spend time sharing your personal experiences, and it is therefore vital that you are with like minded people who you feel you can relate to and work closely with in order to fully explore and benefit from NLP's principles and tools.

Our speciality is in training business and professional people, and we are delighted to have worked with talented and accomplished people from a wide range of backgrounds, including CEOs, Account Directors, Technical Specialists, Management Consultants, Marketing Managers, Finance Directors, SME Business Owners, Accountants, Public and Voluntary Sector Managers, Sales Directors, Recruitment Consultants and HR Managers.

4: How Does NLP Training Work?

NLP training is a combination of group learning, individual experiential exploration and personal application. 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 what context. 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 an open mind because sometimes what you think will work doesn't and what you think can't possibly work, works easily.

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5: NLP Certification

We provide NLP Certification by the Society of NLP, the original certification body formed by NLP Co-Founder Richard Bandler.

Whilst you can obtain certification from other bodies that have been created by different training companies, only the SNLP is endorsed by NLP's co-creator and is unaffected by much of the change and confusion that has been seen amongst the more recent certification groups. There are many people who have invested their time and money in certification from trainers that are no longer in business and their certificates are now worthless.

With the SNLP, you can be assured that your certificate and your skills will always be up to date and recognised throughout the world.

While in many ways your own growth, development and skill level is more important than any certificate, our delegates appreciate Richard's confirmation, by co-signing your certificate, that you have genuinely received the most up to date and effective NLP training available.

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 offer 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 demonstrate increasing competence of the attitudes and techniques of NLP. This is required both throughout your training and at the final accreditation sessions.

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6: Further Learning

Some Universities are now beginning to offer degree courses that integrate NLP and you may find that your Practitioner certificate counts towards the course requirements.

Many students come to us following an introduction to NLP on courses such as MBAs, and they find that our training complements their further education perfectly.

While our training is business focused, many other career routes are available following practitioner certification, such as sports and many forms of performance coaching. These may have their own entry and certification requirements.

7: What are the Rewards?

In short, NLP can help you to achieve better business and personal results on a consistent basis and enjoy greater satisfaction in life.

You may already have many of the skills needed to fulfil your potential - such as good communication and goal setting. You may also be able to manage your "emotional state" most of the time. But you may be frustrated when you fail to get the results you need when you can't apply all of the necessary skills at the same time.

NLP is more than teaching you how to communicate to get what you want -- it's about giving you a set of attitudes and tools to manage yourself so that you can be consistently effective when conducting your business and personal life.

NLP is also about letting go of some of the things that hold you back from being more effective. It can help you to stop "thinking" and trust your natural processes. You may be surprised that by connecting more fully with your senses, you will take in more useful information from the outside world.

In many ways NLP is an amplifier that enables you to develop or further improve skills that you already have.

As a result of training with us, our students have:

- Gained significant career promotions
- Started their own successful businesses
- Resolved conflicts within their businesses
- Overcome frustrating barriers in their personal and business relationships
- Gained greater confidence to explore their dreams

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- Increased their earnings as sole traders
- Successfully implemented significant business change programs

8: How to Unlock the Rewards of NLP

There are many different ways to learn about NLP, including books, DVDs, CDs, online courses and tele-classes as well as traditional classroom based training.

Whilst you might expect us to recommend live training as the most effective method of learning, we do recommend many books and learning materials as an addition to classroom training, but never as a replacement for it. We do regularly get this feedback from our students who had previously struggled to apply NLP techniques that they had read about or learned from a DVD.

You might compare the importance of experiential learning to a subject such as cooking or even a sport.

You can read a book about the rules of tennis, but until you stand there and face another player with a racket in your hand, you don't know anything about how to play tennis.

Similarly, you can read a recipe book and understand the ingredients to make a dish, but until you have cooked, tasted and shared it with friends, you are missing out on the vital parts of the experience.

When you have experienced NLP training and seen, heard and felt the effects of the techniques for yourself, you can begin to fully understand the power and importance of experiential training.

When you really put the time and effort into learning a subject as powerful as NLP, you will definitely recoup your investment many times over.

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9: Why Choose PPI Business NLP?

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 Re-patterning (NHR) and related disciplines. We have trained with the most respected and highly regarded trainers in the world to ensure our training is both up to date and of the highest quality. This means that you are sure of learning the most effective approaches and techniques available.

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 8, so you can be assured of the highest levels of personal attention and time to explore the issues that are valuable for you. We can also offer 1:1 training where appropriate.

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

The training venue is close to Milton Keynes city centre and the main transport networks, including the M1 motorway, Luton Airport and Milton Keynes Central mainline rail station.

All of our modules are held on weekdays so that you can keep your valuable weekends free for yourself and or your family.

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10: PPI Public Courses

Modular Format

All of our public programmes are available in a fully modular format, enabling you to learn at your own pace and 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 are also 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 if you want 1:1 the training in a private area.

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 held on weekdays so that you can keep your valuable weekends free for yourself.

Free Tasters

Register for one of our free taster evenings in Milton Keynes or London.

- Discover more about NLP and PPI
- Experience learning NLP for yourself
- Ask any questions that you may have
- Get to know the trainer
- Meet other like minded people

Practitioner

Our Practitioner level training is in a modular format, enabling you to learn at a pace that suits you and fits around your working schedule.

Foundation (2 days)

Basics (3 days)

Accreditation (3 days)

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NLP Training: PPI Business NLP Ltd, PPI House, 120 Porthcawl Green, Tattenhoe, Milton Keynes MK4 3AL, United Kingdom

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Coaching Practitioner

For NLP Coaching Practitioner accreditation you need to complete the practitioner accreditation as above, the master practitioner of your choice.

Master Practitioner

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

- Executive Coaching
- Leadership
- Sales Mastery
- Hypnotic Influence
- Change Management
- Presenting Impact

Each of these modules is 3 days in duration.

Business Master Practitioner

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

11: PPI Bespoke Courses

1:1 Training

Our 1:1 training format is particularly popular with CEO's and entrepreneurs who appreciate the individual attention and the time and space to explore the issues that are most important to them.

In House Training

We can deliver any of our certified programmes or individual modules in your company, and we can also customise our programmes to meet your company's needs.

Coaching and Mentoring

We provide Coaching and Mentoring support for our programmes, and students that take this opportunity find it an even more powerful way to get more personal and achievable results.

Our Coaching support is confidential, and our students find that by having the opportunity to discuss more personal issues, they can explore their NLP training to a greater depth and gain even more personal benefit from it.

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12 PPI Co-Hosted and Recommended Courses

['NLP in Business' Diploma in Geneva and Madrid](#)

This course is ideal for newcomers to NLP and it also counts towards full Practitioner certification, replacing the Foundation and Basics modules.

This course could also be completed as part of a Master Practitioner certification to replace a Master Practitioner module

The diploma is being led by two of Europe's top NLP trainers, Paul Jarvis and Michael Beale, and consists of two 2-day modules. The diploma is designed for business and professional people who have heard about the significant benefits of using NLP in business, and want to experience and realise the benefits both for themselves and their organisations.

The programme is highly experiential and delegates are expected to take an active part and to exhibit a degree of openness and honesty to get full value from the modules.

Delegates who successfully complete the programme will receive our 'NLP in Business Diploma' Those wishing to continue their NLP studies can use this as 50% credit towards PPI Business NLP's SNLP Practitioner certification.

[Richard Bandler in Amsterdam](#)

This is a rare opportunity to learn Dr Richard Bandler's latest techniques and applications of NLP.

For the past 35 years Dr Bandler has been developing technologies and methodologies that produce great results. He only occasionally teaches these methodologies personally. During this seminar he will introduce these new technologies so you can aim your life and the lives of your clients in a better direction.

NLP takes strategies from one person and puts them in another, which is great for sports, spelling and motivation. Neuro Linguistic Programming is based on elegance, that is taking the minimum number of changes for the maximum result. Design Human Engineering goes further by taking the maximum number of changes to design fantastic results and perfect strategies. Neuro Hypnotic Repatterning saturates your neurology to create full body blissful states.

This seminar will take a little NLP a little DHE and a little NHR so you can have great fun learning the best from the best.

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Over 40 years of NLP experience and experimentation is distilled to enable you to create the most useful, deepest and quickest states to banish unpleasant feelings and create greater happiness. Whatever your profession or expertise, this course enables you to focus your consciousness to achieve the results you want in your life.

This event is brought to you through the collaboration of Society of NLP institutes in Europe.

13: Venue

Courses are held at the prestigious, business oriented [Accenture Training and Conference Centre](#) in Milton Keynes:

Kents Hill Park, Timbold Drive, Milton Keynes, MK7 6TT, United Kingdom

You are able to use the swimming pool and health complex during your stay.

Taster sessions are held at:

Kents Hill Park (above)

and:

[Regents College Conference Centre](#), Regents Park, London, NW1 4NS, United Kingdom

14: Training and Certification 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
- 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.

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15: Help in Preparing a Business Case

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.

Some of the key business benefits from our training include:

- Increased customer retention through more effective relationships
- Increased sales performance through more effective relationships
- Cost and time saving on training by learning all of the fundamental skills that underpin time management, presentation skills, management development etc. in one programme of training

Investment protection through Society of NLP certification

16: 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 offer.

17: Questions to Ask

These are the questions we would suggest you consider before booking any training:

- What do I want out of the training?
- How will I know when I've achieved it?
- Can call the trainer and get straight answers to any questions I choose to ask?
- Do I want my accreditation to be recognised worldwide and my certificate signed by one of the founders of NLP?
- Do I want my trainer to be internationally recognised?
- Does the trainer provide case studies so I can see and read how previous delegates have benefited?
- Can I attend a taster session so I can find out whether the training style suites me?
- Will I learn more in a smaller group where I have the benefit of individual coaching?
- Does the experience of the trainer support my individual requirements?
- Would I lean more from a modular course where I can integrate the learning between modules?
- Would I prefer the course to be midweek, keeping my weekends free?
- Am I prepared to accept some of the initial confusion of an advanced learning course in return for greater and more pragmatic learning?
- Does the trainer provide a full suite of support services?
- Will the trainer help with a business case to confirm the likely benefits of my training?

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18: Your Questions Answered

If you have any questions, please call us on

01908 506563

(+44 1908 505563 if you're calling from outside the UK.) Or book a slot on my phone calendar <https://my.timedriver.com/RF3X2> or you can email us at info@ppimk.com

19: Testimonials

Many of our delegates attend our training because they have noticed how well many people with NLP training perform. If you don't yet know anyone who has been NLP trained you may be interested in reading some of our testimonials.

[NLP Client Testimonials](#)

20: Call to Action!

We hope this guide has given you a greater understanding of NLP and what it can offer you. If you have further questions about NLP or PPI Business NLP, I would be pleased to hear from you. Give me a call!

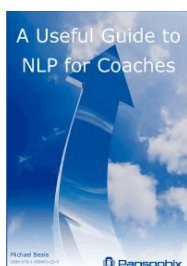
NLP is very much about taking action and learning from the results to improve what you do. It's the door to many exciting things. We look forward to your taking and enjoying the first step with NLP. If you are ready for positive change in your life now, what will your first step be?

In the spirit of NLP, whatever you do next, do something!

Register for our [Free Newsletter](#)

Buy our eBook: [A Useful Guide to NLP as a Coach](#)

50% Limited time discount if you buy now using code PPIMK



[Book a Call](#) to discuss your training

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Take action: [Register for an NLP Course](#)

21: About the author, PPI founder and director, Michael Beale

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 seven international NLP Master 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. He also has significant experience in sales and marketing, as well as retail buying and merchandising.

22: Resources

Online Resources

[PPI Business NLP Ltd](#)

<http://www.ppimk.com>

[Recommended reading](#)

<http://astore.amazon.co.uk/nlp-books01-21>

[Recommended CDs and DVDs](#)

<http://www.nlp-cds.co.uk>

[Newsletter Signup](#)

<http://www.nlp-newsletter-signup.co.uk/>

[Benefits of NLP Training](#)

<http://nlp-experts.org/nlp-training/265-benefits-nlp-training-coaching.html>

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[Choosing an NLP Trainer](#)

<http://nlp-experts.org/nlp-training/264-nlp-training-how-choose-trainer-training.html>

[Testimonials](#)

<http://www.ppimk.com/clients.htm>

[Program dates](#)

<http://www.ppimk.com/NLP/Training/Courses/registration.htm>

[Joining instructions](#)

<http://www.ppimk.com/nlp-training/joining-instructions.html>

[Forum](#)

<http://www.nlp-experts.org>

[Glossary of NLP Terms](#)

<http://www.ppimk.com/NLP-Training-Glossary.html>