

NLP Business Diploma

£ £2450 Per Person (exc. VAT)

 3 Day Course

Neuro Linguistic Programming (NLP) is a powerful communications, personal development and psychological healing modality that creates rapid change to the ways we think and feel. NLP does this by altering the ways that we re-present our life experiences in our mind. Using NLP, change is created by replacing outdated thought patterns with new empowering thoughts, feelings, emotions, connections, associations, perceptions etc. NLP has a wide variety of applications in business, from communication skills and coaching through to presenting and sales. This course focuses on the applications of NLP in a business context and does not address emotional healing or personal development issues.

This course has been written, and is taught by Dr. Andy Cooper, a Certified Trainer of NLP (Through the American Board of NLP) with over 25 years of teaching experience and of using NLP in business.

This course content is designed to provide a broad introductory knowledge of NLP and also gives you useful skills and understandings that can be utilised both in business and in everyday life. It is designed for:

- People looking to advance and develop their career.
- Business coaches, consultants and trainers.
- Business owners/entrepreneurs, senior managers and directors.
- Sales professionals and business development professionals.
- HR and L&D professionals.
- Sports coaches and athletes.

Course Benefits


- Gain that vital edge that makes you a far more effective and powerful communicator.
- Learn how to motivate yourself and others with ease.
- Learn to use language with greater precision and elegance so that you and others can achieve the outcomes you desire.
- Think more effectively, think more clearly and make more appropriate decisions.
- Develop interpersonal skills with emotional intelligence training including principles that recognise and use powerful language patterns to empower.
- Present with confidence, engage your audience and hold their attention.

Course Structure



Day 1

- Presuppositions of NLP – a insightful way of thinking, including how it relates to business.
- Rapport – rapport is the basis of all communication; you will learn how to build deep rapport at the unconscious level (even with people you don't like) by using physiology ('body language'), voice and language. Rapport can be used to build or improve relationships with clients or colleagues.
- Primary Representational Systems – learn how people structure their inner world and how it is represented in their speech. Learn how to use this to build rapport and hence communicate better at all levels.
- Linguistics – understand some basic 'giveaways' that people use in their language and how you can use it to understand their world better and hence, communicate better, become more effective in negotiation and/or better use language to motivate or influence.
- Practice exercises.

 **Day 2**

- Linguistic frames to help you be more effective in meetings.
- Meta model language patterns – take your questioning skills to the next level – learn how to use specific questioning to enhance communication and clarify imprecise information in a communication Hierarchy of Ideas – Learn how people use different levels of abstraction and detail in their language and how you can use it to improve your communications throughout your company.
- Perceptual positions – a fantastic tool for resolving conflict or being able to look at a problem or scenario from different angles (giving you new insight.)
- NLP Presentation Skills – learn how to structure your message for the most impact and the do's and don'ts of delivering it! This applies to presentations, public speaking, brochures, websites etc.
- Presentation Practice.

 **Day 3**

- Values -start to learn about one of the filters of the unconscious mind and how they determine your (and other people's) focus and motivation. Understand how you can use values in business and sales. Understand how you can maximise people's potential by understanding what motivates them (and/or de-motivate them.)
- Meta programs – a filter of your unconscious mind) and how to utilise them to understand your work colleagues. They are powerful determinants of personality and an understanding of them can help improve communication.
- Practice exercises.
- Decision Making Strategies – start to learn how people structure their decisions and how to utilise this knowledge to assist influencing.
- Practice & action planning.

Apply for this course.

Apply for this course and ask any questions you may have by getting in touch with us via the contact methods below. You can also find information about this course and all of our other courses at our website, www.wdr.co.uk.