

**Neuro Linguistic Programming
Practitioner Certification Training
Paddington, London 2010**

**A Brief Introduction
By Nina Madden**

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What is NLP

Neuro Linguistic Programming (NLP) has completely changed the lives of thousands of people world wide and is said to be the most valuable set of skills, tools and techniques ever put together. It is fast, it is effective and it is fun. Once you've done your NLP Practitioner training, you'll have some awesome skills and very useful abilities to affect your communication with others fantastically and improve every area of your life in ways that will quite astonish you and those you live and work with. As an NLP Life Coach, you'll be able to not only coach and champion people, you'll also have the skills to help them overcome blocks that hinder their success.

NLP can be likened to a 'tool box' of mental, emotional and physical skills, tools and techniques collected from all forms of effective excellence in all walks of life. It is the study of what works well and what works quickly. It is about looking for excellence in people and then modelling that excellence so it can be replicated for use by and for the benefit of and others, including your self. Most of the tools, skills and techniques in NLP today came from modelling the excellence of exemplary people.

Your NLP training will teach you the methodology for you to learn and discover how to succeed and excel in your particular field of expertise. The secrets behind prosperity, success, achievement and brilliant human performance of every description have been studied and modelled by NLP masters for about 30 years now, and all of these results have been reduced to simple, very effective strategies that you will learn on your NLP training. The secrets of what makes great people great, what makes happiness and how to master your life are in the NLP tool kit for you to learn and install in yourself.

- Confidence
- The 'flow state' or the 'zone'
- Making people like you
- Repairing troubled relationships
- Building good strong relationships
- Communicating excellently and effectively
- Writing fantastic, moving speeches, letters and adverts
- Persuading and influencing others
- Getting rid of unwanted habits and behaviours
- Recovering from past hurts, disappointments and traumas
- Coping well with criticism and compliments
- Gaining personal power and magnetism
- Positive thinking
- The mind set of making money
- Choosing great states and moods at will

- Collapsing negative states and thoughts
- Conditioning yourself for success
- Understanding yourself and others
- Life Coaching for yourself and for paying clients
- Therapy for yourself and for paying clients
- Getting rid of the blocks that stop you or hold you back
- Eliminating fears and phobias
- Clear thinking for better decision making
- Taking stock of your life and aligning yourself with your values
- Resolving conflict and also resolving inner conflict
- Finding effective solutions to problems
- Changing beliefs
- Upgrading self image and installing more self esteem
- The art of asking excellent questions
- And so much more

Whether it's a job interview or a competition or winning a client or being the one chosen, NLP makes it much easier for you to win and succeed. NLP gives you an unfair advantage over others because you'll learn how to be the best and how to 'read' people, how to predict what they'll do or think, what makes them tick and how to influence and persuade them.

NLP helps you to live your life with more zest, joy and enthusiasm every day.

Essentially it is a 'users manual' for the body, brain and mind. It clearly explains in simple language how and why you do what you do, how and why you feel what you feel, and how to change easily and effortlessly. Any and every human skill, including happiness, great relationships, wealth mastery, fame, genius, sport and every other human skill, has a structure and a strategy and because of this, it can be discovered, learned and installed in others. Many of these have already been clearly mapped by NLP masters and are available for you to install in yourself on your NLP training. The skills tools and techniques are included in your training and so are the methods for acquiring more of them.

The NLP training is full of practice sessions that are great fun. You get first hand experience as you do the practical exercises and as you watch others, especially your trainer, doing them. Hearing or reading words alone does not always result in the skill being acquired, so everything you hear or read on your training includes a practical exercise for you to experiment and play with. The training is easy, fun and playful even though you'll be learning many serious, powerful, life altering skills and abilities.

NLP is a prestigious, respected international accreditation, providing you've learned via a reputable school with a qualified, recognised trainer. Your NLP skills will increase your worth

at work and is a valuable addition to your CV. Your qualification affords you the right also to see paying clients, making you extra money on evenings or weekends, or you could even start your own business, a private practice as a Therapist or a Life Coach, which is a very rewarding career. You will be able to help other people solve their problems, break through blocks and limitations in their lives, heal their past, condition themselves for success and remove fears, habits and phobias.

It is not surprising that so many people become passionate about NLP after doing their practitioner, especially if they've had a good, seasoned, knowledgeable trainer with a good grasp of the subject and able to bring life, enthusiasm and clarity into it. The field is absolutely fascinating and enchanting. It includes so much old and new, ancient and modern, wisdom re packaged in a way that works for today's demands of society and life style. There is nothing entirely new in NLP since it is all gleaned from the greatest mankind has every achieved, yet it is entirely new to most people who have not had the time or the exposure or the finances to spend thousands of hours studying hundreds of laborious difficult books trying to make sense of it all. The greatest human knowledge and discoveries are pieced together in the most practical and usable ways so you get all the benefits without having to study tons of boring theory too.

NLP was developed at the University of Santa Cruz, California in the early 1970's by a group of students and professors studying human change and looking very practically for what actually works, irrespective of any theories about what should work or guesses as to why things don't work. Most of NLP was gleaned from the works of great minds over the ages:

- Anchoring -- Behavioural Psychology -- Pavlov, "Conditioned Reflexes", 1904
- Chunking -- Alfred Korzybski, Erickson, Watzlawick -- General Semantics
- Eye patterns - Stanford University, research on synesthesia in the early 70's.
- Milton Model -- Dr. Milton Erickson, the esteemed brilliant psychiatrist/hypnotist.
- Meta Model -- Noam Chomsky (applied in therapy: Virginia Satir, "Conjoint Family Therapy")
- Outcome Frames -- System thinking, Business studies and goal achievement.
- Parts -- Fritz Perls, Virginia Satir
- Reframing -- General Semantics, Watzlawick, Keeney,
- Sleight of Mouth -- Patterns of Plausible Inference, G. Polya
- SubModalities -- Work on Synesthesia at Stanford University 1970-1978.
- Strategies, TOTE -- Miller, Galanter & Pribram, "Plans and the Structure of Behaviour," 1965
- Time Lines - William James, Principles of Psychology, 1890, the Chapter on Memory.
- Neurological Conditioning comes from Behavioural Science experiments
- Sensory Acuity - used extensively by the CID and the military to tell if a witness or a soldier is lying or telling the truth.

NLP became famous for its incredibly quick and effective techniques, such as the 5 minute phobia cure and the Six Step Reframe for removing habits and creating weight loss, yet NLP is far more than the techniques, it is the attitude and methodology that gave birth to the techniques, and it is a set of building blocks and tools from which more techniques may be created or discovered.

An NLP-therapist is a therapist using the procedures mentioned above.

NLP techniques offer some particularly useful help for businesses in the areas of change management, sales, leadership, dispute management, recruitment, motivation and consulting. If you don't know NLP, you won't notice when it's being used.

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The progression is from NLP Practitioner to NLP Master Practitioner. After that, and once you've practiced and attained a level of mastery, you may then do NLP Trainer's training and begin teaching NLP.

NLP Practitioner Training

Eight days jam packed with amazing, life changing learning and insights!

This is a **professional training** and on completion you will be awarded with a certificate recognised by the ANLP – the ONLY independent voice for NLP in the UK.

As one of my students you will be part of a supportive group of continuous learners, and with additional readings, DVD's, essays, discussions and regular meetings in London and practice you have access to a wealth of knowledge and information. As a student you have full support.

Training hours are 9am to 5pm daily with an hour for lunch. Convenient start & finish times!

Day one:

- The nature of the world, being human and **subjective experience**.
- The **Presuppositions of NLP**
- **Sensory Acuity : Sharpening your senses**
- **Calibration** : How to 'read' people

- **Rapport** skills to connect to & make people like you and cooperate with you
- **Break States** to rapidly change the state/mood people are in
- **Psycho-geography** and Boundaries

Day two:

- **Representation** Systems – VAKOG for better communication and connection with people & beginning to understand why people respond as they do.
- **Eye accessing cues** for telling what modality people are thinking in.
- **Anchoring** – run your own nervous system & collapse negative, sad or fearful states. Condition yourself for success.
- How to get other people into the state you want them in.
- **Create your circle of excellence & feel fantastic**

Day three:

- **Outcomes** – Getting what you wish for and making your dreams real. How to set achievable goals that are inspiring.
- **Perceptual positions:** How to see things in different ways and experience different points of view, understand others and situations better. Helps relationships too.
- **Logical levels** for change management, problem solving, solution checker, goal and dream alignment, ecology checking and self assessment.
- **Chunking up**, down and sideways for lateral thinking, for big picture, for details. Excellent tool for ending conflict, for negotiating and for making meetings effective.

Day four:

The Meta Model : The art of questioning. Ask the right questions and get much better answers. It pulls wrong or unhelpful or destructive thinking out by the root. The one asking the questions is the one with all the power.

Day Five:

Milton Model: Learn the language of influence, persuasion, diplomacy, peace making and Hypnosis. Being very artful in how you speak and what you say. How to talk for hours without saying anything.

Day Six:

- **Submodalities:** to understand how the mind stores information and memories and how you can change memories, beliefs and thinking patterns.
- Fast Phobia Cure
- New Behaviour Generator
- Swish Pattern

Day Seven:

Strategies and modelling excellence: Learn how to find out how skilled and excellent people get the results they get, so you can get those results too.

Metaphor and the metaphors we live by

Parts/ Reframing integration technique for making better decisions/choices, for solving internal conflict and for finding out what is most important to you.

6 Step Reframe technique for habit busting & behaviour change

Frames, framing and Reframing: Debating skills, arguing skills and more persuasion and mind changing skills.

Day Eight:

Timeline techniques, powerful and life altering! Regress to any past experience, even childhood, and clean up your mind and emotions and free it so old hurts never again affect your present or future.

Program your mind for success in the future. Do effective and lasting therapy on yourself and others.

For ANLP accreditation this day you get your Certification as an NLP Practitioner!

So many amazing, eye opening, life changing skills all in one course! It is almost unbelievable, and at such an affordable price too, you can't afford to think you can't afford it. You can't afford to miss it!

NLP is a prestigious, professional, well reputed, internationally recognised qualification, and yet you do not need to have any prior qualifications such as a school, college or a university degree to do it.

Affordable NLP!

Don't let the exorbitant prices of NLP trainings keep you from learning

Because NLP is such an effective and powerful set of tools, it has become much sought after in recent years all over the world. Consequently, it has also escalated in price to many thousands of US Dollars, and way too expensive for the average person. Another sad fact is that many untrained, poorly trained or self trained people are teaching NLP unethically and badly and charging a fortune too.

We find this very sad because, as many of you know, if everyone knew NLP well, the world would change drastically for the better and improve life for everyone. It's up to YOU to make yourself happy, rich and successful!

Mahatma Ghandi said, "We must be the change we want to see in the world."

Learn NLP for less

Having the skills to communicate effectively with anyone at any level would already result in a sharp improvement in the quality of your whole life – professionally, domestically and personally. Confidence, self belief and being able to put yourself in an excellent state and mood will assure your success, as any great achiever will tell you. NLP gives you these skills plus it teaches you how to influence others.

For those of you who don't yet know... once properly trained in NLP you can:

- Understand other people and human behaviour
- Be able to get agreement that is acceptable in any situation
- Cure a multitude of ills, fears, unwanted habits and emotional problems
- Solve conflicts, make better decisions and condition yourself for success
- Change unwanted beliefs and behaviours in your self and others
- Find direction in life and set motivating goals and outcomes
- Drastically increase your income and earning potential

NLP Practitioner Training

Nina Madden

Certified Trainer of Neuro Linguistic Programming Hypnotherapy & Life Coaching

MA, MPNLP, MP Hyp, MPTLT, Dip HYP

Certified Trainer of NLP, Hypnotherapy and Life Coaching

Member ANLP, SNLP, ATLT, ABNLP



Irish / Swedish coach, therapist and trainer Nina Madden has developed a unique winning formula by combining vivid life experience, formal training, years of client experience, excellent communications skills and a sense of humour to deliver compelling, real life skills NLP and Hypnotherapy trainings.

Specializing in human development, combining psychology, NLP Therapy, Hypnotherapy, personal development, energy work and guided journeying, she has travelled the world studying how people hurt and how they subsequently heal.

A gifted trainer with real compassion, and wisdom she captivates her students by being able to see through the fog and identify effective solutions to the most challenging human problems.

It has been incredibly liberating and I do feel as if I have opened a new vista for my life which perhaps I have never dreamed of seeing, let alone actually living, which I feel I am doing. I heartily recommend her. She is worth every penny." - JB December 2009

NLP Practitioner Training Details

The standard fees for NLP training with most recognized institutions is between £1,500 and £2,500 (£1 200 to £2 000). Our affordable fees are only £1,250 for the 8 Day Practitioner Training. This is amazing value considering the training takes place 2 min from Paddington Station, five minutes walk from Hyde Park, Central London at the home of Nina Madden.

Dates: 03 December to 12 December 2010

Location, St Michaels Street, Paddington, Central London

Times: 9am to 5pm

Trainer: Nina Madden

Fees: £1,250

Certification: ANLP recognized NLP Practitioner Certification

You - A Qualified NLP Practitioner

Once you have qualified as an NLP Practitioner you will be eligible for membership with the prestigious ANLP, and you will be qualified to see clients privately.

As a recently qualified NLP Practitioner you will receive full support to take your NLP where you want it to go, be it becoming an effective therapist and coach, using it for business, improving your communication and leadership skills, teaching, or personal development.

You will be part of a supportive group of continuous learners, and with additional readings, DVD's, essays, discussions and regular meetings in London and practice you have access to a wealth of knowledge and information.