



# A Guide To Booking Your Certified NLP Course



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## Welcome To Our NLP Guide

Many of our delegates call us before booking a course because they need to understand what NLP can do for them personally and professionally. They also get confused about the Certification standards and the difference between the many boards, associations and bodies to choose from. So to help you make your decision about booking an NLP course we have put together this booklet for you, which we hope will answer all your questions about the subject of NLP.

## What Is NLP

**N** – Neuro (The Mind)

**L** – Linguistic (The Language)

**P** – Programming (How We Use It)

It is a highly respected set of techniques used by successful communicators, leading employers, entrepreneurs and outstanding therapists/life coaches around the world.

NLP is an approach that comes from the study of **human excellence**. NLP is used in many areas because it is so **adaptable** and **practical** to use to create positive and lasting change at many levels in fields such as **business, sport, education, politics, health, art** and **personal growth**.



## The Study of NLP

NLP was developed in the 1970's from a study of how excellent therapists produced results. From these studies a philosophy and **trail of techniques** evolved and today can be learnt and applied in many areas of our lives.

Another way to think of NLP is to see it as an instruction manual for the mind, an understanding of **how our minds works**, how we process information through our **5 senses** and learn why we **behave** the way we do in particular circumstances.

The application of NLP is so vast that all we can say here is no matter what you are doing, NLP can help you do it better. So if you would like more specific information about how NLP can work in your life then contact us free directly on **0808 12 30 360**, we are more than happy to discuss your requirements further where necessary.

**NLP shows you how to work more effectively, how to control how you feel, how to interpret events and how to communicate successfully.**

If you know that there is room for improvement in your life, then you should seriously be considering learning more about NLP. If you are not getting what you want out of life, feel stuck in negative states, can't see light at the end of that tunnel then NLP's communication tools and techniques can enable you to uncover, change and transform what is holding you back from the life you always wanted – it is never too late!



## **NLP Communication Tools Can Help You:**

- Improve your verbal & non-verbal communication
- Deepen your appreciation of thinking styles
- Learn techniques to get yourself and others into high performance states
- Change unwanted behaviours/bad habits
- Remove fears or phobias
- Remove any limiting beliefs you have about yourself
- Achieve your goals and outcomes
- Use language with precision
- Have greater rapport with people from the outset
- Improve your selling capabilities
- Enjoy Life

## **How Will Learning NLP Benefit You?**

### **Business**

NLP is widely used tool in business, and has found its way into many in-house training courses and development programs over the years. Often without being mentioned by name you will find businesses and training companies using the techniques for presentation skills, selling strategies, planning and team building exercises. You will be able to apply the principles of NLP throughout your business and personal life, you can use NLP to:

- Create better relationships with your Managers, Colleagues, Employees and Clients with an understanding of how we communicate using verbal and non-verbal language



- Aligning your business values to the workplace to create improved motivation, the drive to succeed and work well together as one team
- Set achievable outcomes, planning to be successful using creative design
- Understand peoples decision making strategies, to enable you to be prepared and improve your performance
- Make effective presentations to others and have the confidence to do public speaking

### Personal Growth

Are you wondering how you can effectively develop yourself using NLP? You can use NLP to make endless amounts of positive change in your life and effortlessly achieve your life long goals when you focus on what you want in life. Many people experience huge shifts, and positive insights whilst attending the courses and walk away with a new lease of life and an understanding of how they can change their lives for the better no matter how big or small the challenges are. Learn to:

- Release unwanted behaviours and negative states
- Remove limiting decisions about yourself and you capabilities
- Communicate more effectively with your family, friends and work colleagues
- Adapt with new skills and embrace change for positive results
- Express yourself in a way that allows others to understand you and what you value
- Bring out the best qualities of those people around you
- Be free to be who you always dreamed of being



## Coaching/Teaching/Training

Many trainers attend NLP courses to help them incorporate the useful techniques into tailored programs specifically designed for their business clients, delegates and students. They have told us that NLP has provided them with the knowledge to:

- Communicate non-verbally to maintain rapport in group situations
- Managing positive and negative states to improve learning ability
- Notice and utilise individual language patterns and representational systems to elicit natural learning styles
- Create the right training atmosphere
- Anchor training positions to enhance learning
- Use of presuppositions and language patterns to make learning faster and easier
- Use metaphors to bring about unconscious change

## Health

It is becoming increasingly clear that main stream medicine is not the only way in which we can improve our health and lifestyle. Have you heard about the effect of the mind-body connection?

Stress has now become one of the biggest health issues across the UK in the last 10-15 years and can have a significant knock on effect in the wellbeing of our bodies. Stress can be linked with all kinds of illnesses such as IBS, eating disorders, emotional reactions such as anger, migraines and other common ailments.

- Create outcome that include health and wellbeing
- Learn how to induce relaxed states in yourself and your clients
- Change limiting beliefs such as body shape issues
- Change your clients damaging habits and behaviours
- Reduce stressful states and start the healing process



## Sports

Whether you're a professional athlete, athlete in the making or team coach you can almost certainly benefit from the techniques of NLP.

- Positive states 'a can do attitude'
- Setting achievable performance goals
- Modelling and learning from the leaders in your game
- Removing limiting beliefs about one performance
- Relaxation, recovery and healing

## How Can I Use NLP in the Workplace

One of the questions we often receive from our delegates is 'How can I get my employer on board and gain their support?'

Whether your employer knows it or not, at some point during their own careers they will have come across the tools and techniques derived from NLP in some form of training, induction or presentation. Unfortunately not all employers appreciate the health and happiness of their employees, and may find that their staff turnover is increasing year on year.

Too many businesses underestimate the power that a motivated and driven set of employees have within a business. It is important that everyone feels 'part' of the team and has a sense of 'belonging'. Employees who feel valued are always prepared to give something back and will want to protect and be proud of the environment they work within. This attitude to work will be reflected in the quality of service they provide to your customers and create a culture that your competitors will want to 'model', needless to say the return on investment is inevitable.



Below are just some of the areas we would focus on during a typical Practitioner program:

<b>Goal Setting</b>	Organisations of all sizes thrive on setting and achieving goals in order to be the best in their field, be profitable and provide a service that encourages their customers to come back time and time again. You can use goal setting to create desired outcomes for individuals, teams, departments and organisations to maximise the chance of success and strive for consistency throughout the business. Once you know how to set goals you can go on to coach others how to set compelling outcomes that are congruent with the organisational goals.
<b>Communication</b>	NLP approaches communication on many levels, not only looking at the verbal language we use but also the non-verbal language which is a key aspect when building rapport and working relationships. How to make the most of the words we use, our tonality and mostly our physiology to get the responses and results we want from our interactions with others.
<b>Values &amp; Motivation</b>	Having values in an organisation helps both new and existing employees understand what is expected of them, how they should behave and the culture they belong to. Businesses can only thrive if they have a dedicated, loyal and motivated task force behind them. Having values and a means of alignment often helps drive a team more effectively than money.



<b>Presence, Presentation &amp; Peak Performance</b>	Public speaking of any kind can be daunting, and is heavily required in forms such as presentations, interviewing, sales, meetings and motivational speaking in business. NLP has ways in which it can identify limiting beliefs we hold about ourselves and has techniques specifically designed to remove old belief and install new positive and compelling ones about ourselves.
<b>Systems &amp; Strategies</b>	Change in any business is inevitable; it is how you implement this change that will determine the success or failure of your business plan. NLP will provide you with a system to do this successfully, from the planning stages, through to implementation strategies and measuring the success.

NLP's applications stretch across a wide range of areas and can be adapted for all circumstances for both personal and professional use. Hopefully the selection of categories above will help you approach your employer to get you your desired outcome.



## Certification Standards

*Who should I book my course with?*

*Which certification is best?*

*Why are some courses longer than others?*

*What price should I be paying?*

These are just a few of the frequently asked questions from prospective delegates that we are asked on a daily basis. If you have only just begun your search for a provider, then you are about to find that there are many companies out there providing NLP training. If you are already at that stage then hopefully this section will answer some of the questions you may have about the world of NLP and the people who are teaching it.

Certification and Affiliation has, for over 20 years, been debated within the field of NLP. As a result there are many varying models. Confusion often arises when trying to decide on which NLP training provider to train with or which training provider has the 'right' certification affiliation scheme and is 'recognised by' which group.

There are a number of groups, organisations, associations, boards and bodies that have set up their own standard by creating certification affiliation schemes in order to reflect how they believe NLP should be taught and practiced. These organisations often differ in their opinion. Each organisation has a different judgment and none are mandatory to join or to receive training through. Many training providers choose not to affiliate themselves with any certification or affiliation bodies.



Firstly let us take a look at the different associations, boards and societies out there. I will primarily focus on the main 3 certification bodies you will find in your search for a trainer.

### ABNLP – The American Board of NLP

Founder: Dr. A.N Krasner

Owned By: Dr. Tad James (Creator of Time Line Therapy®)

ABNLP UK Master Trainer: [Ewan Mochrie](#)

Website: <http://www.abh-abnlp.com>

Certification Standards:



**Prerequisites:** - None

**Pre-Course Materials:** A multi-media set, manual and books with all accredited training providers

**NLP Practitioner:** A minimum of 120 hours training, this is based upon a combination of home study and live training. Any trainer not offering the home study is cutting corners and you are not reaching your required hours.

**NLP Master Practitioner:** A minimum of 120 hours training, again this is aided by home study and must also include 15 hours of direct trainer supervision.

**Certification:** Must be signed by a recognised ABNLP Trainer

**Joining Fee:** Approx \$95

### INLPTA – International Training Association

Founder: Wyatt Woodsmall

Website: <http://www.inlpta.co.uk>

Certification Standards:

**Prerequisites:** - None

**Pre-Course Materials:** None

**NLP Practitioner:** A minimum of 130 hours tuition, over a period of 15 days formal classroom training (18 recommended)

**NLP Master Practitioner:** A minimum of 130 hours tuition, over a period of 15 days formal classroom training (18 recommended)

**Certification:** Must be signed by a recognised INLPTA Trainer



**Joining Fee:** As per training course

### SNLP – Society of NLP

Founder: Richard Bandler

Website: [http:// www.society-of-nlp.net](http://www.society-of-nlp.net)

Certification Standards:

**Prerequisites:** - None

**Pre-Course Materials:** None

**NLP Practitioner:** A minimum of 49 hours tuition, over a period of 7 days formal classroom training

**NLP Master Practitioner:** A minimum of 56 hours tuition, over a period of 8 days formal classroom training

**Certification:** Must be signed by a recognised SNLP Trainer

**Joining Fee:** As per training course

## Who Should I Book My NLP Course With?

The simple answer is that there is no 'right' answer. It's all down to personal choice. What we have found is that there are many companies training NLP who have spent little or no time using the techniques for themselves, whether this be with clients or in a business environment. So to ensure you get a trainer who can give you great examples of how, when and what to do with individuals or groups when using NLP then you may want to check them out beforehand.

It's also useful to speak with your training company first, and get a feel for whether they are the right fit for you.

Consider how many people are going to attend per course, this can affect the quality of the training if the group is too big, especially if their assistants are not as experienced. Ensure you have a good level of support during and after the training.



## **Can I Really Learn NLP in 7 Days?**

Again this all depends on you and your learning style. You do not need to take a 21 day training to be a qualified NLP Practitioner. There are many outstanding Practitioners out there who have taken a 7 Day training and are positively changing lives.

If you feel that a 21 day course will benefit you and you have the time to fit this into your life style then great.

The Inspire 360 ABNLP 7 day training allows you to learn NLP from the comfort of your own home in your own time before attending a live training, with the use of audio, video, books and a manual to support your studies. What is also beneficial is that you always have the training on MP3/USB to refer back to at anytime if you want to revisit any of the techniques.

## **How Much Should I Be Paying For A Practitioner Training?**

Expensive doesn't mean your will get the best in the marketplace, each training provider will adjust their prices to ensure that they can make a profit like any other organisation. Price can also determine how one company values their products and services they are offering.

You can pay as little as £800 up to £4000 for the same content, only you can determined whether your investment was worth it on completion.

Look around for the NLP training companies offering additional value for money packages; this may save you money in the longer term.



## What happens at the end of my training?

**“Well Done”**. You are now certified to go on and use the techniques of NLP.

Depending on which company you choose you may find that they offer post training support, however in some cases there is none so be sure you ask the question if it is important to you.

There are many organisations you can join and become members of, usually for an annual fee. Your chosen NLP training provider should be able to advise you on this, they may even have discounted rates available so be sure to ask.

If you are hoping to set up your own practice using the skills of NLP, Hypnosis and Time Line Therapy® then you may want support and advice in how to set up. There are NLP training companies which will provide you with this information if you want it; again it's just a case of asking the question before you book.

## NLP Testimonials

*"I found the course excellent, far exceeding my expectations. Not only have I benefited from the course for career reasons, I have developed many life-skills that will be invaluable now"*

*"Very good, very surprising, very enlightening and very enjoyable"*

*"For me this course was SO valuable in every area of my life- Personal, work and everyday life. To be honest there was nothing that could have been done any better"*

*"Excellent. As the training days progressed "the light went on" and I began to realise that this subject really works. Words cannot describe how excited I feel about adapting this training into our training system"*

*Amazing Course - Someone warned me that it would be a life changing experience and it most definitely was. The trainers were outstanding with a style and format that has made learning challenging, interesting, inspiring and enjoyable - a rare combination.*

*"This course has helped me to discover me. The more I expose myself to NLP, the more there is to find. This is beyond 'learning', it's about awareness, choices and excellence in whatever order or way you want them."*



## Contact Us

Our offices are open 7 days a week between 9am & 10pm, so if you would like any further information or advice then please contact us – we are happy to help.

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