

Welcome to this Guide!

Choosing an NLP training provider can be difficult - especially if you have limited exposure to NLP before.

This guide therefore, has been written to help you navigate your way through NLP. It is aimed at giving you an understanding of what NLP is, its origins, applications, principles and benefits.

Currently there are many providers offering NLP training and many other organisations offering accredited membership, certification and promotion of the many providers who offer the training. It can all be very daunting. My advice to you is, do your due diligence and follow this simple rule... NLP has its roots in modelling excellence, so if you want to achieve excellence in any area of your life then find someone who has done just that and train with them. By doing that one simple thing you will actually be doing NLP! Don't just train with someone because they have a 'trainers' certificate. The certificate is the least important thing that you should take away from the training. It is only a record of attendance. The most important thing to take away is new beliefs, skills, technologies and attitudes that you can use to take action to start improving your life immediately.

Find someone who has done that and you'll have found someone you can use NLP to model to help you achieve the results you desire.

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How it Started

Neuro Linguistic Programming began its life early in the 1970s when John Grinder teamed up with Richard Bandler. Their aim was to model human excellence based on the behavioural patterns of selected geniuses. As a result modelling became the core activity of NLP.

Modelling is basically the process of extricating and replicating the belief systems, communication systems, language structure and behavioural patterns of an individual who is excellent at a given activity with the aim of achieving similar results.

With this quest in mind, Grinder and Bandler began modelling three exceptional people, Fritz Perls, Virginia Satir and Milton Erickson. These geniuses were outstanding as professional agents of change, working in the domain of therapy. All three of these exceptional people seemed to perform their magic from a perspective of unconscious competence as opposed to cognitive understanding.

What Bandler and Grinder wanted was to understand how they did what they did so that these unconscious competencies could be modeled, copied and taught to others to achieve similar results.

However, what is little known about NLP is the work of the world-renowned anthropologist Gregory Bateson. It was Bateson who introduced Grinder and Bandler to Milton Erickson, and it was Bateson who provided support and feedback to help Bandler and Grinder develop what is now commonly known as NLP.

Unlike other NLP Practitioners Courses, our course will be going back to the roots of NLP and looking at the work of this eminent man and his work on the 'Ecology of Mind'.

The new field of NLP spread quickly. People in fields related to communication, behaviour and change sought to learn how they too could get amazing results when doing change work, and this was achieved by the ability to model excellence.

In short, Bandler and Grinder developed some very functional and objectively structured NLP models for understanding how people achieved excellent results in their chosen professional fields, and it was the study of excellence through modelling that gave the world the ability, possibly for the first time, to objectively extrapolate how someone achieved the results they did, and then install that learning into others so that they could achieve the same or similar results.

What is NLP Modelling?

NLP modelling is by far the highest skill level in NLP. NLP modelling can be used to capture patterns of excellence present in anyone in any context.

NLP modelling is the art of making explicit the set of differences present in someone who is excellent at a given activity compared with someone who is mediocre at the same activity. NLP modelling is by far the highest skill level in NLP. NLP modeling can be used to capture patterns of excellence present in anyone in any context.

Sadly however, many companies in the NLP community put little or no emphasis on modelling, but it will be an integral part of our Practitioner Course.

We will be showing you how to use modelling to work out how someone achieves excellent results and how to elicit that pattern from them and install it in you or others.

Does NLP provide value?

Well, value is a personal issue, and whether or not NLP provides value is dependent on what each individual gets from it.

However, add some of the NLP tools and models into your business and into your training and you start to see tangible benefits.

You see, using NLP is like cooking. For example, lets say that two chefs are given exactly the same ingredients and are tasked with cooking exactly the same meal. However, lets assume that one chef cooks without structure, simply following his 'instincts' by 'guessing' what quantities of ingredient to add, when to add them and what combinations and sequences to follow.

The other chef however, has a structure and a strategy to what he or she does. They know how to assemble the ingredients properly, how to combine them in the right order and sequence and under the right circumstances.

The net result is that the chef with the strategy will be able to create the same dish, to the same standard consistently, time and time again.

Whereas the other chef may, on some occasion's produce excellent results and on other occasions less than excellent results.

NLP Taught in Context

However, one of the drawbacks I found in relation to how I was being taught NLP was that in many cases it is taught without context, and what I mean by this is that people go on NLP courses and learn NLP, but not how to apply it in any specific context. This is why we end up with people who have learned NLP but do not know how to use NLP. In many cases in today's modern society people go on NLP courses to learn NLP to improve their business, to increase their wealth, to improve their health, but are taught NLP within a 'therapeutic' model, hence the reason why there are so many NLP'ers helping people get rid of phobias.

Now this is ok, but if like me, you do not wish to be a therapist then not only do you have to learn NLP, you have to make it contextual.

This was my problem when I started to learn NLP. Because Bandler and Grinder modelled people like Erikson, Perls and Satir, the context in which NLP was taught with regard to creating change was within the field of therapy. Which makes sense if you base your modelling on exceptional therapists.

Now I didn't want to be a therapist. I wanted to use NLP to create change in my business and in my training delivery. This doesn't mean that what I learned hasn't been helpful as I have managed to help many people through the use of NLP, Hypnosis and EFT, but that is more of a sideline to what I really do, which is to apply NLP in my business life and training delivery.

And over the last 23 years I have successfully used NLP to literally transform the way we do business and the business we do. It has revolutionised my attitude towards how I approach my business and the ethics and principles we, as a company apply to what we do.

This is again where our course is different. We will be teaching you NLP in a range of applicable contexts, which will include:

1. How to use NLP to market your business more effectively,
2. How to write effective e-mails, letters and marketing material, so that the person you are writing to or marketing to will relate to more readily,
3. How to improve your communication and presentation skills, so that you become a more effective and confident communicator,
4. How to use your mind to increase productivity through creativity,
5. How to generate new ideas,
6. How to banish negative thoughts and limiting beliefs, through proven practical practices,
7. How to become happier in yourself and what you do and how to maintain those states and be able to tap into those states at will,
8. How to identify and create unique selling points for your business or you as an individual when looking for employment,
9. The difference between 'features' and 'benefits' and how to use that difference to market your services to others to increase your client base,
10. How to use the 'Milton Model' and the 'Meta Model' to improve your written and spoken communication with a view to improving your effectiveness and productivity.
11. How to implement basic NLP communication models into your current training programmes or when planning meetings to get your point over effectively and efficiently,
12. Learning how to model excellence so that you can use 'Elicitation' and 'Installation' techniques to model excellence in any field.

What Will This Course Give Me?

As an NLP Practitioner you can employ your skills as an agent of change working with individuals, groups, or companies, or even global organisations and governments. As a technology, NLP has an amazing track record for instigating fast and efficient change in individuals and groups.

NLP can be used in a wide area of applications in fields as diverse as therapy, education, team building, presentation skills, sales, marketing, personal development, leadership and coaching. Wherever there is human interaction and growth potential, NLP can be used to develop and enhance performance. Combine this with the additional universal principles of achievement and you will have not a toolbox, but an armoury of skills, techniques and principles that you can apply to create dramatic change. This is what NLP can help you do, achieve excellent results consistently as opposed to relying on luck.

Then, once you have learned how to achieve excellence in any field consistently by finding the formula, all you need to do then is 'up the ante' to increase productivity in the form of health, wealth or happiness.

How Do I Know This - My Story

I experienced this very phenomenon, and those of you who have read my book "[Understanding Quantum Thinking](#)" will know this. I was very successful and then I ended up thousands of pounds in debt. Like the chef without a strategy I sometimes produced excellent results and sometimes not so good ones. In short I was very good at making money, but I was also very good at losing it too. At one stage I was £80,000 in debt, had no income and was about to lose everything and I had no idea (or motivation) of how to get out of debt and make more money. In short I had no process, system or structure, and no understanding of what to do or how to do it. I had no objective proven strategy that I could tap into to get me out of the situation I found myself in.

Then, by accident, I discovered NLP through a set of audiotapes given to me by someone who had no use for them. The person who gave them to me could see no context in which they could be used. But I did, and even though I was skeptical at first I followed the advice on the tapes, with dramatic results.

Within two years, not only had I got rid of my debts, but I had also started a part-time business that was making me more money than my full time job. Within another year I had given up paid employment and had started my own business. Now I run my own company, own several properties, drive a top of the range car, and generally do very well. However, its not all about the money (easy to say when you have it), but it's more about what money allows me to.

I can now provide for my family without the worry of losing my job. I can help my children lead better lives through my example and not just my

advice. I can invest in worthwhile business projects, support local charities and donate to worthy causes. But for me, the greatest freedom was being able to leave my paid employment and be able to choose to live wherever I wish to.

But NLP alone isn't enough. You also need the correct mindset and motivation.

In life and in business the most important factor to have is the right mindset. Having the right mind-set is, without doubt, the fundamentally most significant and important factor in achieving personal excellence in any field of endeavour.

You see, NLP will provide you with the tools to model excellence, but without the right mind-set, motivation and strategy the tools will simply not get used.

Lets face it, how many of you know someone who has done an NLP course, and who knows what NLP is all about, but doesn't know how to use it? Well, if that is the case then they are not 'doing' NLP, they have simply 'learned' what NLP is.

However, an NLP Practitioner Course should be about having the ability to 'practice' NLP, after all, isn't that is what the word 'practitioner' means – someone who knows and understands the 'practical application' of the tools they have?

Whether your aim is to improve your personal situation, your relationship with others or your business, the need to have the correct motivation and a strategy within which to apply what you have learnt is as important as what you will learn.

We'll Take You Further

To help you achieve the right state of mind we are going to go further – much, much further. We are going to teach you about some of the fundamental secrets to success that you will not find on virtually any other NLP Practitioners course.

We're going to teach you how to use the most phenomenal piece of equipment on the planet, the one that is the most powerful, yet, the most neglected – your human mind. Your mind is your most precious possession. It has amazing powers that are generally untapped by most, yet it has the capacity to transform our lives almost instantaneously. Yet most people never tap into its full potential.

The reason is that many people do not know how to, yet the secret to having the ability to use it has been modelled for years and is actually based on certain known truths and principles.

Universal Principles and Scientific Truths

For example, if you combine two atoms of hydrogen and one of oxygen you will produce water, something needed to produce, sustain and support all forms of life. Not occasionally or most of the time, but every time. This is a scientific fact based on known scientific truths. It is therefore known as a universal truth.

If you take one atom of oxygen and one atom of carbon, and combine them, you will produce carbon monoxide, a poisonous gas, not occasionally or most of the time, but every time.

However, add another atom of oxygen and you will get carbon dioxide, a gas that is harmless to animals and vital to plants.

These facts are universal and unchangeable and are known as universal principles, and there are many others.

For example, there is another universal principle, which is that water seeks its own level. The ancient Egyptians knew this principle and they used it to make the foundations of the great pyramids perfectly level. Today this principle is universally applied in everything from irrigation systems to hydroelectric power stations.

Another universal principle is that 'matter expands when heated'. This is true anywhere, at any time, and under all circumstances. Whether you heat a piece of steel in China, England, or on the Moon, the principle applies. It is a universal truth.

Now there are universal truths that apply to how your mind works, yet very few people actually know this, and even fewer know how to apply these principles.

But imagine how powerful you could become if you knew what these principles are? Imagine what you could possibly achieve if you knew that by applying some simple principles you would get a result, not occasionally or most of the time, but every time.

On our NLP Practitioner Course we will be teaching you what these principles are and sharing with you the science behind these facts to prove to you that they exist. But most importantly, we will be showing you how to apply these principles through the application of certain techniques and exercises.

All you have to do is ask yourself this question – if I could have the ability to change my life dramatically, to attempt anything I wanted and to know how to achieve it, would that be worth attending our NLP Practitioner course?

Walking the Talk - A Lifetime of Study

Over the last 23 years, in addition to studying NLP I have studied and read extensively on the science of personal achievement and the art of personal fulfillment. I have been to hundreds of training courses and seminars, read literally hundreds, if not thousands, of books and research papers on the subject, listened to literally thousands of hours of audiotapes on personal achievement, studied Buddhism, Christianity, the Vedas. And I have applied what I have learned to help people overcome limiting anxieties, phobias and illnesses, and improve their quality of their lives.

And what have I learned?

What I have learned is this. If you really want to achieve anything in life then you have to be fulfilled emotionally and spiritually in addition to just being fulfilled materially.

Think about it. How many people do you know who have everything that money can buy, but are desperately unhappy and unfulfilled, and how many people do you know who have little or nothing but are happy and contented with their lot.

And how have I learned this? By my own personal experience.

The point I am making is this. This is not a course that is going to be run by someone who is simply 'qualified' in NLP. This is a course that is going to be run by someone who has used NLP and lots of other fundamentally universal facts to get him where he is today. It is going to be run by someone who is passionate about the subject and who will go that extra mile for you, who will lead you by example and by experience. Now I'm not saying this to impress you but to simply 'impress upon' you, my passion and commitment to you.

I would like you to get the most out of this course and by that I do not just mean a nice certificate. For me, the certificate is the least that you should be leaving this course with. The most important issue is whether you leave this course having learned new things that will have changed you for the better and given you the skills, tools and mind-set to move forward in your life. That is the most important thing.

What will This Course Allow Me to Do?

One of the questions regularly asked is what will this course actually allow me to do? What will I be allowed to teach? Well, as far as we are concerned this course allows you to teach what you wish to whosoever you wish, with no restrictions and no interference from us. And to find out how you can benefit from training with us, read on...

Who Recognises NLP Qualifications?

Now that is a really interesting question, and one, which I have debated with various NLP Organisations and individuals who provide 'Governance' for NLP in the UK and the USA.

As it stands, there is actually no one international or national certifying board to regulate courses.

Therefore, choosing the right NLP Training Organisation and the right NLP Practitioner Course can be very confusing.

The problem seems to be that the field of NLP, and the 'qualifying bodies' that 'recognise' certain certification are led by people who were involved in the early development of NLP or who studied with the early innovators or people who trained with the early innovators. Therefore, most training companies will also rely on their lineage in terms of how close or far removed they are from the original founders (Bandler and Grinder) as a way of gaining credibility for what they offer and teach.

Now there is nothing wrong with this per se, however, most of the 'qualifying bodies' also offer their own training so they themselves cannot be entirely neutral or unbiased, as such a qualifying body is in itself no guarantee of quality in itself.

In addition, an NLP certificate, be it a Practitioner, Master Practitioner, Trainer or Master Trainer Certificate is not in itself a qualification either and as such they carry no educational value.

How is your Proficiency Assessed?

NLP Training courses vary wildly in their approach to this area. Some trainers just pass everybody simply for being there. If you've completed most of the modules, you will receive your certificate; it's as simple as that. Some trainers go to the other extreme, and you are faced at the end of the course with a series of rigid assessments, including written exams. It's good to feel that your certificate is worth something, but NLP is about practicing what works rather than accumulating knowledge. Effective NLP is about what you do rather than what you know.

However, we do things Properly:

Your NLP Practitioner Certificate with us will be combined with a PTLLS (Preparing to Teach in the Lifelong learning Sector) Award. This means that when you take your NLP Practitioner with us you will also gain a BTEC Teaching Qualification that is recognised worldwide.

In addition, we are now working with Edexcel to produce a BTEC Level 3 Advanced NLP Practitioners Award, which will be available by the time this course is run.

What this means to you is that your NLP Practitioners Award with us will qualify with a Nationally Recognised BTEC Level 3 Advanced Award Qualification.

This means that you will have gone through a formal learning and assessment procedure that will be subject to regular internal and external verifications and inspections as part of the qualification process, governed and audited by one of the largest Awarding Bodies in the world.

Does that mean that I'm Qualified to Train?

In the world of NLP there exists a custom and practice in relation to the path to being able to teach, and the process is as follows:

1. You obtain your NLP Practitioner Certificate.
2. You then go on to do your Master Practitioner Certificate.
3. If you wish to train the NLP Practitioner and Master practitioner Courses then you need to do a NLP Trainers Course.
4. If you wish to train trainers then you need to become a NLP Master Trainer.

This is the standard route of progression in the current NLP Field – and its not cheap.

The average NLP Practitioners course ranges from £1000 - £2000 (not including accommodation and meals), a Master Practitioner Course from £1800 - £2500 (not including accommodation and meals), and a Trainers Course can cost £2000 - £5000 plus £1750 for a Trainers Evaluation (again, not including accommodation and meals).

That means that you would need to spend, on average, between £4800, - £11,250 to enable you to deliver NLP Practitioner and Master Practitioner Courses yourself plus the additional costs of your accommodation and meals for the duration of the event.

However, in most other fields of endeavour provided you have the 'practical skills' you can go on to become a trainer by obtaining a trainers qualification, and here is where we will differ from custom and practice, but I will use the methodology of NLP to justify my argument.

Combined NLP Practitioner and PTLLS

When we do the combined NLP Practitioner and PTLLS BTEC Award you will be leaving the course with a formerly assessed Practitioner and a BTEC Recognised Trainers Qualification. That means, as far as we are concerned, that you are qualified to teach and practice NLP, so we will help you run a range of NLP Courses.

Master Practitioner Award

Should you wish to come back and take your Master Practitioner Award with us, you will have already obtained your NLP Practitioner and BTEC PTLLS qualification with us, which means we will offer you, if you wish, the opportunity to run NLP Practitioner Courses under our banner.

In short, you will be basing your teaching and training on what we have taught you. We will provide you with a License to use our material and we will provide you with all of the necessary resources to enable you to run a Combined NLP Practitioners and PTLLS Course to qualify the people you will be teaching.

The True Spirit of NLP

Bandler and Grinder started NLP to model excellence, so that average people could obtain exceptional results by learning how exceptional people achieved those results and then coding that process into an elicitation and installation strategy, using the NLP models they devised.

Their work was groundbreaking and led to a revolution in the field of therapy. It challenged the mantra that change takes a long time by proving that change can be almost immediate and long lasting. This led to a revolution in the field of brief solution focused therapy and helped millions of people world-wide by enabling them to rid themselves of limiting beliefs, phobias and fears.

No longer were people expected to lie on a therapists couch for five years just to find out what was wrong with them.

So the question that has pondered my mind for some has been this: If NLP can do that for therapy, if we can make someone better in days rather than months or years, then why then does it take so long and so much money to be able to train people to do what it should take days to achieve?

Surely that couldn't have been the intention of its founders? That was certainly not the intention of the people they modelled such as Milton Erickson, Virginia Satir and Fritz Perls, and that is not the philosophy and ecology behind the thinking of Gregory Bateson, one of the greatest anthropologists that ever lived.

If you would like to reserve your place on the next NFPS NLP Practitioners Course then simply complete the booking form attached to this document and return it to us with your deposit.