

what is NLP?

NLP, or Neuro Linguistic Programming, is about the way we think, the way we communicate and the way we behave. This effects how we learn and how we experience the world around us. NLP is the key to reaching your goals, achieving excellence and creating a more compelling future.

Countless people have reported how NLP has helped them personally:

- Strengthen personal relationships
- Have more self confidence and control
- Free themselves of limiting beliefs and doubts
- Become a more powerful communicator
- Release powerful unconscious resources

what will NLP do for me?

NLP is the most well defined and reliable approach to 'running your own mind' for greater satisfaction and ease with far more rapid results.

who uses it?

People from all walks of life use NLP personally and professionally. The tools it offers can be applied equally well to any human activity.

how is NLP used?

Although the initial models developed in NLP were based on therapy, the applications of these models were soon found to have much wider uses such as health, well being, education, business, sport and leisure.

■ ■ *I have seen and felt an improvement in my awareness of other people and of myself* ■ ■

Paul, Leeds



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NLP- what's it all about?

The great thing about NLP is that it works with the thought processes that you're not normally conscious of. It works by helping you direct your thoughts, feelings and behaviors and create habits of success. Imagine having better relationships, better communication, higher self-motivation, and clarity of purpose, greater influence, rapid self-development, improved results and a stronger sense of being in control.

More and more people are realising the value of Neuro Linguistic Programming in enabling them to become more effective in their chosen field of work. In fact, NLP techniques and models are now being used in a diverse range of areas including public, social and health services, counselling and therapy, education, human resources, sales and marketing, business and sport.

We spend a lot of time at work. For many of us the working environment can be pressurised and results lead. Some people seem to thrive in such an environment. For these people 'pressure' can mean 'challenge' and results can mean 'achievements'. It all depends on the way you see it (hear it and feel it too). It all depends on how you 'think'.

NLP benefits for everyone

- Communicate clearly
- Increase flexibility
- Reduce stress levels
- Perform at your best, more of the time
- Bring out the best qualities in other people

NLP benefits for personal development

- Change outdated beliefs and behaviors
- Have more confidence
- Overcome personal limits
- Increase awareness of others

NLP benefits for work

- Create rapport with customers & colleagues
- Creatively design effective plans
- Detect peoples decision making strategies
- Improve your meetings and public speaking



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Q. How do I create goals and reach my outcomes faster?

Creating a well formed outcome helps you know what you want – NLP is based on thinking in terms of outcomes in every situation in a focused way so that you are always acting purposefully. With NLP any outcome is carefully considered from different perspectives so that it remains realistic, motivating and achievable and fits within our individual ethics and values.

Q. How can I read situations and relationships and deal better with circumstances I find myself in?

Sensory acuity is the effective use of our senses, what we see hear, feel, taste and smell. This is the way we make sense of the world. Within NLP, by directing our attention, we can increase our ability to take in information and read situations more clearly. Listening, observing, noticing subtle changes and awareness of non-verbal clues and feedback assists us in becoming more aware of what is actually happening. Rather than guessing at meanings or even reacting in a judgmental way, we build relationships to support us in any situation we find ourselves in.

Q. How do I create more success?

"If you believe you can or believe you can't you are right" – Henry Ford

Beliefs are not facts - although we often behave as if they are. Sometimes they act as permissions. At other times they act as blocks and limitations. NLP has techniques, which allow us to change our beliefs around past experience and future events gently and effectively.

Q. How can I get on better with managers, partners and colleagues?

Rapport equates to quality in relationships and gaining a mutual trust, which is built on understanding and respecting the way another person views the world, yet not necessarily agreeing with those views. If you've built deep rapport with someone, then you can disagree over an issue, without it escalating into conflict. NLP explores how to create rapport and builds trust through communication and use of language skills.

■ ■ *The self insight was also a key to this course,... knowing myself better has greatly improved my response to everyone around me* ■ ■

**Nick, Graduate Manager,
London**



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& DEVELOPMENT

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