



# your business in mind

Modelling excellence for higher performance

## What is NLP?

NLP stands for Neuro Linguistic Programming. NLP approaches create exceptionally powerful possibilities for change and for the most effective means of communication. Essentially, NLP is an attitude, set of principles and an array of tools which allow you to excel in the fields that you want to – the study and replication of excellence. When you learn NLP, it enables you to learn more quickly, influence your personal well-being, relate more effectively in personal or professional contexts, and create your own well formed and ethical outcomes.

*“NLP is probably the single most powerful thing that I have ever learnt, it has had a dramatic positive effect on me personally, my relationships with others and my business - my only regret is that I wish that I had done this course 20 years ago. I could not start to place a monetary value on the gains that I have achieved through attending this course.”*

## Why choose us?

### 1. Credible, Ethical and High Quality Content

The quality of the Practitioner course is a cut above. We pride ourselves on providing a level of quality in which we recognise both theory and practice, and the ethical application of this powerful psychological approach.

### 2. The Dexter and Dexter Factor: Experienced, Enthusiastic and Expert

- ◆ Drs Jan Russell-Dexter and Graham Dexter, Senior Visiting Fellows of the University of Lincoln, possess an exceptional breadth and depth of international experience.
- ◆ They have used NLP principles and applications in voluntary, public and corporate sectors, in psychiatry and in corporate worlds, dealing with personal and mass trauma, enhancing development.

- ◆ They are interested in evidence based use of NLP, and are authors of several books, including An Introduction to Coaching (2011).
- ◆ They are accredited Coaches (AC, ILM), certified NLP Master Practitioners and Trainers (ANLP, ILM, ITANLP) Crucially for people investing in a course, Jan and Graham understand how to facilitate people to learn in a meaningful and enjoyable manner.

### 3. Practical, Enjoyable and Effective Delivery.

The course is interactive, practical and creative. Teaching methods include tutor input, demonstrations, practice with feedback, and applied exercises. We also use guest trainers of national repute. Numbers are limited so that delegates receive maximum support and individual tuition. By having two highly experienced tutors running each session, attendees benefit from energetic and varied teaching not found in single tutor Practitioner courses. Jan and Graham have learned directly from some influential and inspirational sources, including Richard Bandler, John Grinder, Julie Silverthorn, and Beryl Lyndley, the first woman in the UK to be certified as a Master Trainer. The Practitioner Certificate is eligible for certification with the International Training Academy.

### Who will the course be helpful for?

- ◆ **Managers** - NLP is invaluable in team development and motivation
- ◆ **Small Business Leaders** - Powerful in crafting your own well formed outcome and inspiring others
- ◆ **HR Professionals** – The use of NLP can motivate existing staff and help to recruit the right people to the right posts
- ◆ **Senior Managers** – A powerful aid in negotiation, procurement and strategic planning
- ◆ **Trainers** – Learn to train at an unconscious and conscious level & match the learning needs & styles of your delegates
- ◆ **Coaches** – Use the principles to create and maintain optimum performance and desired changes
- ◆ **Therapists / Counsellors** – Enable your clients to take charge of and influence their desired states, move out of unhelpful patterns
- ◆ **Communicators at all levels** – NLP is extremely useful in mass communication

## What outcomes will you achieve?

Specifically, you will learn how to:

- ◆ **Achieve** excellent rapport
- ◆ **Manage** your state of being and therefore your well being
- ◆ **Maximise** your own motivational state and that of those around you
- ◆ **Set and achieve** well-formed outcomes
- ◆ **Communicate effectively** at both a conscious and unconscious level
- ◆ **Act on the principles and presuppositions** of NLP to moderate interactions and actions in order to progress projects, business and life!.
- ◆ **More importantly**, perhaps, you will learn how to develop yourself and your style to achieve your own well formed outcomes.

## When is the Course?

The course will run between February and April 2014

Feb 6th, 7th, 8th, and 9th.

March 1st and 2nd

March 22nd and 23rd

and completes on the 11th, 12th and 13th of April.

## How Much Will it Cost?

The cost of this course is £1099.00 plus VAT. This includes:

1. The full course manual
2. Eleven days of face to face tuition and assessment
3. Certification to NLP Practitioner level

Please note that we have two small bursaries available through our company, and offer discount on multiple bookings. We aim to trade fairly and within values. Your

Business in Mind is also registered as a Growth Accelerator Training Provider YBIM adheres to the Standards of Ethics and Practice of AC, ANLP and ITANLP.

### **Additional Options: Diploma NLP**

Delegates who want to do the first four days only, are eligible for the award of a Diploma in NLP. The cost of the Diploma Course is £399.00 plus VAT

### **Where is the Course?**

The course will be held in the very comfortable bespoke conference facilities at Bishop Grosseteste University, in Lincoln, designed to excellent standard and meeting all Health and Safety requirements.

### **Accommodation?**

The cost does not include accommodation. Accommodation is available at the University, high quality and good value.

### **How do I book?**

If you would like to discuss this programme, seek more information, or reserve a place, please contact Jan Russell Dexter on 07892 902354

or contact us by e-mail at <mailto:info@yourbusinessinmind.com>

