



About NLP

Simply put, **NLP is a user manual for our brain**

It integrates thought and the nervous system (**Neuro**), communication and the power of language (**Linguistic**) and the unconscious habits and patterns we run on (**Programming**)

History of NLP

NLP was originally created by Richard Bandler and John Grinder in the mid 1970's. They developed a set of techniques by studying very successful therapists, Milton Erickson and Virginia Satir, and incorporated the ideas of Fritz Pearls and Gregory Bateson to create models (or patterns) to help people make incredible shifts in their life. NLP encompasses both a philosophy and cognitive behavioural psychology approach to change.

- It is a **solution based** approach that has been developed and improved over last 30 years and **updated for today's world**
- NLP is the **art and science** of communication
- NLP is an **attitude** of outcomes, curiosity and possibility

Sweeten your life

Sugar NLP courses include coaching and training applications and have a strong humanistic education and therapy focus.

We believe that practice is the key to making learning permanent

We will give you all the support and encouragement you need to get the most from your training because the changes that can happen may have far reaching benefits which you may not have even begun to imagine yet.

NLP can help you ...

- Learn the key skills, behaviours and 'know how' of successful people
- Create and fulfil your own meaningful personal and professional goals
- Communicate more powerfully and sensitively
- Enjoy relating to others more. Deal with 'difficult' people effectively
- Acquire elegant and sophisticated ways of making changes for personal growth
- Explore and enhance your emotional intelligence
- Take your coaching and leadership skills to new levels of excellence and influence

"NLP is an accelerated learning strategy for the detection and utilisation of patterns in the world"

John Grinder

"NLP is an attitude and a methodology, which leave behind a trail of techniques"

Richard Bandler

"Each person's map of the world is as unique as their thumbprint.

There are no two people alike...no two people who understand the same sentence the same way...So in dealing with people try not to fit them to your concept of what they should be"

Milton Erickson

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inspiring nlp training

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or visit the website www.sugarnlp.co.uk

Case Studies – NLP in Practice



**Meta Model,
Milton Model,
Submodalities
and Hypnosis**

Jane works as a **counsellor and personal coach** and took a NLP Practitioner training to give her more tools and techniques to help her clients make the changes they wanted. She found the language patterns in the **Meta Model** and **Milton Model** gave a deeper understanding of the structure of language and how clients represented their problems. She found the NLP **Sub-modalities** techniques particularly useful to change limiting beliefs and states. Gaining an understanding of Hypnosis and being able to use this with clients expanded her tool box to allow her to begin Life Coaching.

Brian is the **manager of a hotel** employing a large number of staff in a popular tourist location. He admitted to not being totally convinced of the benefits of NLP at the start of the training and had decided to come because he didn't know how to solve some of the problems he was facing. He was aware that his fear of speaking in front of groups of people was holding him back and was amazed at how **Anchoring** and **Time Line techniques** cleared this and gave him the confidence to hold large meetings with staff. As Brian learnt about **Strategies** he realised how to improve sales and train his own staff to sell to clients even more effectively. Using the **Swish Pattern** to clear his nail biting habit was the icing on the cake.

Lightbulb Moments: **Anchoring, Time Line Techniques, Strategies and Swish Pattern**



Dave is an **assistant head teacher** at a large comprehensive school and specialises in dealing with challenging behaviour and working with young people and their parents to resolve issues. Before the NLP Practitioner training he wasn't getting the results he wanted and found that **Rapport** and **Pacing** and **Leading** revolutionised his approach. As he discovered precision questioning through the **Meta Model** Dave felt he really had new tools to take back to school to use with pupils and share with colleagues. During the training Dave also had a personal bonus as he was cured of his **Phobia of snakes**.



**Rapport,
Pacing, Leading,
Meta Model,
Phobia Cure**

Ahal is self-employed and works as a **consultant and trainer with organisations** to improve communication and working relationships. He decided to take an NLP training to continue his own professional development and gain new skills for training others. He found that **Rapport** techniques and being aware of **Representational Systems** was useable immediately. Learning the **Milton Model** for artfully vague language gave Ahal a whole new approach to connecting with large groups of people in his trainings. He also discovered **Meta Programs** gave him a new understanding of how people are motivated.

Lightbulb Moments: **Rapport, Representational Systems, Milton Model, Meta Programs**



**Anchoring,
Outcomes,
Time Line
Techniques**

Sarah is a **mother of 2** who decided to take an NLP Practitioner training because she wanted to gain confidence after having been **out of work for some time and feeling stuck** in her life. As she learnt how to **Anchor** a confident state and take control of her own emotions she began to have a new sense of direction and identity. Considering **Outcomes** and using **Time Line Techniques** to remove self limiting beliefs gave her a new sense of what she wanted from life and how she would be able to make it happen. As a result she found her personal relationships improved and she began to feel in control of her future.