

Master Practitioner of NLP



Course Guide

INLPTA Master Practitioner of NLP

Please enjoy discovering more about our training and how can benefit you personally. There are seven sections to this guide:

1. The Course at a Glance
2. Course Introduction
3. Solutions and Benefits
4. Training Outline
5. Why Train with Sugar?
6. Booking FAQ's
7. Learn and Train in Kendal

We hope the following pages answer many of your questions. Please do give us a call or email to chat through whether this is the right course to get you where you want to go.

Neal and Ben

The Course at a Glance

Title

- INLPTA, INHNLP and ANLP Certified Master Practitioner of NLP

Duration

- 16 Days - 4 modules of 4 days each

Suitable for

- Individuals wanting to deepen their NLP experience and professionals who work directly with people such as a coach, counsellor, mentor, consultant, leader, manager or trainer.

Problems the course addresses

- You are frustrated by change taking too long, learning being too slow or results not being as powerful as they could be.
- You want to get results without being constrained by 'clunky' procedures when the right conversational approach would be better.
- You feel that your Practitioner training was a powerful experience but you're sometimes limited by not knowing the whole picture of NLP.
- You don't want to be left behind in your own development.

Solutions the course provides

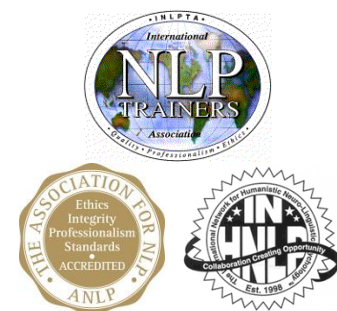
- A deeper understanding of NLP that will 'join the dots' and give you more tools, more techniques and greater flexibility.
- Mastery of NLP patterns and processes that will allow you to become more conversational and elegant in your communication.
- Greater personal freedom, creativity, confidence and certainty in what you do.
- Tools that will enhance you as a presenter, trainer and speaker.
- The ability to capture, identify and describe the components of excellence.
- Powerful tools that will elevate your success as a coach, consultant or manager.

Prerequisites

- Certified Practitioner of NLP

Certification

- Successful completion of all the course requirements leads to the following certifications:
 - INLPTA Master Practitioner of NLP
 - ANLP Master Practitioner of NLP
 - Sugar Master Practitioner of NLP
 - Sugar Advanced NLP Coach



Course Introduction

Sugar NLP provides unique, outcome focussed training to all individuals wanting to enhance their self-awareness and understanding of others either in their personal and professional lives. Our Individual Learning Solutions are designed for coaches, therapists, counsellors, healthcare professionals and individuals seeking personal development. We help people to:

- Communicate effectively and with meaning
- Motivate and empower people in any given scenario
- Build new strategies to give people more and better choices
- Successfully implement / lead behavioural change
- Enhance personal resilience
- Successfully influence behaviour towards positive outcomes
- Fully understand the needs of clients and colleagues

The Sugar NLP Master Practitioner of NLP Training can help you achieve your personal goals and enable you to help others achieve theirs. You will deepen and expand your understanding and skills essential for high performance and personal fulfilment.

What people have said about the course

"Quite easily the best training I have ever been on"

"Both Ben and Neal are excellent trainers with very complementary styles. Thank you both for giving your all and more."

"Well delivered, great materials, very enjoyable, great tools and techniques. Thoroughly recommended."

"I will take away a much deeper understanding of unconscious processes... a fantastic coaching model which has a real resonance with me... can't wait to use it!! Storytelling... a realisation of the importance of releasing and resolving negative emotions... and that the best coaches need coaching too!"

Included in the training

- Pre-course pack & reading suggestions
- 16 days of live training
- Personal attention in a small group (we allow a maximum of 12 places per course)
- Comprehensive Master Practitioner NLP manual
- Instruction from 2 experienced trainers & coaches
- Interactive and dynamic training
- Certification by INLPTA, ANLP & INHNLP
- Post-Course telephone support
- Invitation to Sugar NLP Refresh and Develop Events

Solutions and Benefits

The course focuses on applying NLP to coaching and systemic change. We will challenge you to develop your skills and your self-awareness in order to more fully access and apply the resources you have within you.

Module 1

Understand Personality in Individuals and Groups

- Discover how to switch on attention filters to understand others at a deep level through Meta Programs.
- Learn slight of mouth patterns for conversational belief change.
- Understand values, values hierarchies and self-alignment.
- Use the Graves World Views model (Spiral Dynamics) to understand individuals, groups and organisations.
- Learn the underpinning beliefs and frames of a Master Practitioner that will make you successful.
- Understand people at a deeper level through their boundaries and rule structures.
- Be able to use the LAB personality profile for faster understanding of people so you can work with the right people for you and relate to everyone better.
- Learn how to observe physiology patterns to identify personality categories and parts of the self.
- Recognise the structure of personal and organisational belief systems.

Module 2

Learn how to Install new Choices and Abilities

- Learn cutting edge conversational techniques for coaching with the HNLP Coaching Model (created by John Overdurf and Julie Silverthorn).
- Set yourself apart from 99% of coaches by “Stalking the Wild Synesthesia” to create change at an unconscious level.
- Learn how hypnotic effects can be created conversationally through the ‘Beyond Words’ patterns.
- Learn advanced languaging skills as modelled by Richard Bandler, John Grinder and Tad James.
- Enhance presentations through the 4-Mat system (it’s what we use to teach all our courses) that will engage your audience, format the unconscious mind and accelerate learning.
- Spice up the way you deliver material and be a more engaging presenter.
- Learn the process of unconscious Modelling that Richard Bandler and John Grinder used to model Milton Erickson and Virginia Satir.

Module 3

Discover and Enhance Models of the World

- Be able to model successful people in your chosen field and build a model of excellence that you can teach to others.
- Create identity level change by Resolution of unhelpful emotions.
- Resolve values conflicts and make the right decisions more easily.
- Quickly get to the root of an issue by identifying Prime Concerns and Core Limiting Beliefs.
- Build positive futures by connecting to inner potential and resources to support identity and goals.
- Be able to explore a problem metaphorically to release creativity and stimulate fresh thinking.
- Construct metaphors to change thinking and lead to greater unconscious shifts.
- Use Multiple Embedded Loops to deliver metaphors and stories.

Following this module there is an integration period during which participants are encouraged to apply the skills they have developed and complete a modelling project.

Module 4

Learn the Most Advanced Patterns of NLP

- Design strategies for success through brain enhancement techniques.
- Become more creative by systematically altering your own brainwave frequency.
- Discover a simple effective 4-step coaching process to always keep your change work on track.
- Go 'Beyond Goals' to help set goals that are aligned to purpose and values and have the right kind of motivation behind them.
- Understand levels of learning and change so you can operate at the optimal level.
- Clarify your understanding of the NLP attitude and behaviours so you can apply NLP ethically and ecologically with others.

Certification

Certification takes place during the final 2 days of the course and involves demonstrating proficiency in NLP skills and abilities with underpinning knowledge of NLP principles and techniques. Essential to the assessment process is high quality feedback to ensure course participants are fully confident to apply NLP in an effective and ethical way. Certification requirements are the successful completion of the following:

- Complete self-assessment of NLP skills and further development areas.
- Written assessment for intellectual competence.
- Behavioural assessment and peer feedback on 1:1 session.
- A presentation to the group on a topic of your choosing demonstrating integration of NLP skills, tools and techniques covered.
- A reflective journal and development log.

Training Outline

To ensure we meet each person's outcomes over the training we may adjust the content of the days and/or add additional topics. Similarly, not all topics will need the same amount of time; we will take our guide from the group balancing learning, skills enhancement and personal growth.

1	Reconnection to NLP <ul style="list-style-type: none"> Master Practitioner Frames (from Sugar NLP, ABNLP and INLPTA) 	<ul style="list-style-type: none"> Modelling Behaviour, State and Internal Processes (from Sugar NLP)
2	Personality, Identity and A Sense of Self <ul style="list-style-type: none"> Prime Directives of the Unconscious Mind (Tad James), Perception / Projection (Carl Jung), Satir Categories 	Complex Meta Programs <ul style="list-style-type: none"> Meta Programs & LAB Profile (Shelle Rose Charvet, Wyatt Woodsmall)
3	Belief Systems & Conversational Change <ul style="list-style-type: none"> Boundaries, Rules, Personal and Organisational Belief Systems (Robert Dilts, Tad James, Wyatt Woodsmall) 	<ul style="list-style-type: none"> Sleight of Mouth Patterns (from Robert Dilts)
4	Values & Value Systems <ul style="list-style-type: none"> Personal Values Hierarchies Exploring Values Conflicts (Tad James and Wyatt Woodsmall) 	<ul style="list-style-type: none"> Value Systems for Individuals, Groups and Organisations [Spiral Dynamics] (from Clare Graves)
5	HNLP Conversational Coaching Model <ul style="list-style-type: none"> HNLP Coaching Model (John Overdurf/Julie Silverthorn) The Generalisation Model 	<ul style="list-style-type: none"> Stalking the Wild Synaesthesia (John Overdurf) Conversational Anchoring and Change
6	Coaching Beyond Words <ul style="list-style-type: none"> Non-Linear Language Patterns Inductive language (from Tad James) 	<ul style="list-style-type: none"> Beyond Words (from John Overdurf & Julie Silverthorn)
7	Modelling I (Modelling for Self) <ul style="list-style-type: none"> The Process of Modelling Excellence Modelling I (John Grinder) 	<ul style="list-style-type: none"> Deep trance identification
8	Presenting with Impact <ul style="list-style-type: none"> Sequencing and The 4-Mat System (from Bernice McCarthy) 	<ul style="list-style-type: none"> Using Satir Categories to deliver a powerful message
9	Modelling II (Creating a Model) <ul style="list-style-type: none"> The Process of Modelling Excellence Modelling II (Wyatt Woodsmall) 	<ul style="list-style-type: none"> Practical Modelling Exercises
10	Resolving Unconscious Limitations <ul style="list-style-type: none"> Time Codes, Memory Re-Solution of Unhelpful Emotions (Susi Strang & Craig Wood) 	<ul style="list-style-type: none"> Values Alignment and Addressing Conflicts (Wyatt Woodsmall)
11	Identity Level Change <ul style="list-style-type: none"> Identifying and resolving Core Limiting Beliefs / Prime Concerns (Robert Dilts, Tad James) 	<ul style="list-style-type: none"> Positive Futures - connecting to inner potential and resources to support identity and goals
12	Creative Metaphors <ul style="list-style-type: none"> Personal and Organisational Metaphors Clean Language (David Grove) 	<ul style="list-style-type: none"> Storytelling and Nested Loops (Milton Erickson, David Gordon, Richard Bandler)
13	Advanced Conversational Coaching <ul style="list-style-type: none"> HNLP Beyond Goals Model (from John Overdurf) 	<ul style="list-style-type: none"> Integrating Re-imprinting (Robert Dilts) with Conversational Coaching
14	Designing Success <ul style="list-style-type: none"> Altered States and Flow (Mihaly Csikszentmihalyi) 	<ul style="list-style-type: none"> Installing Success (Richard Bandler)
15	Operating as a Master Practitioner <ul style="list-style-type: none"> Level I and Level II Change (Gregory Bateson) Attitude and behaviour self-assessment, ethics 	<ul style="list-style-type: none"> 1:1 Sessions with high quality feedback
16	Integration <ul style="list-style-type: none"> Individual Presentations (Presuppositions of NLP or Modelling Project) 	<ul style="list-style-type: none"> Conscious / Unconscious Integration. Certification and Celebration

Why Train with Sugar?

Sugar NLP Ltd is an established training partnership between Neal Anderson and Ben Dowman. We are highly skilled and accredited trainers who offer two perspectives on NLP and two styles of facilitation. Together, Neal and Ben bring to the training an unrivalled depth of knowledge, diverse experience and shared values.

- **You will be able to see instant results.** We will provide you with tools and techniques that can be practically applied on a day-to-day basis to enhance your own performance and that of the individuals and groups you work with.
- **From Day 1 our training will help you understand yourself and others better.** You will begin to communicate more effectively and have a greater degree of control over your own and other's resourcefulness to help drive positive change.
- **Training with us will open your eyes to new ways of doing things.** We can teach you how to identify innovative, effective solutions to problems and to be flexible and adaptable in order to respond to constantly changing circumstances, even in the face of limited resources.

Guiding Beliefs and Values

Passionate About People. We have a passion for developing people and helping them achieve their goals. Our training empowers people to have faith in their capabilities. We take care to understand specific problems and desired outcomes so that we can provide the most relevant solutions.

Engaging, Active Learning. We understand the importance of making learning interesting and enjoyable for our clients. We pride ourselves on providing interactive, engaging and entertaining training using fresh, unique content and effective learning techniques.

Real World Applications. We design our programmes to ensure they have optimum relevance and practicality. Our training empowers you to make a difference immediately. Both Neal and Ben actively apply NLP with individuals and teams - we use real life examples to bring the learning alive.

Our Approach

Practical application. We work hard to deliver training that can be practically applied both within our delegate's personal and professional lives. You will instantly see how the varied techniques and tools you acquire are easily transferable to real life contexts to help you achieve successful results.

Experience counts. We actively apply NLP with organisations, individuals and groups and bring this experience directly into our trainings. **Ben Dowman** has degrees in Mathematics and Psychology and is an ANLP, ABNLP and INHNLP Accredited NLP and Hypnosis Trainer and qualified Teacher (QTS). **Neal Anderson** holds a Masters in Management is an INLPTA Registered NLP, Coach and Business Communications Trainer, qualified Teacher (QTLS) and UKCP Registered Psychotherapist.

Booking FAQ's

How many people attend your courses?

Most Master Practitioner of NLP training groups are between 8-10 participants with a maximum of 12 places per course.

Is there any pre-course study?

Yes. We ask you to complete some suggested reading and outcome setting before the course to help you look forward to the training and be ready to get the most from investing your time in learning and developing your skills.

Will I be expected to do work away from the training room?

Yes! NLP is an applied art and we encourage and support you to use NLP in your work and life whilst you are taking the course so that we can help you get the most from what you are learning.

How do I book?

Go to our website (www.sugarnlp.co.uk/learning) and at the bottom of the course page you will see an option to book now

What payment terms do you offer?

You can pay immediately by credit card or BACS. When you book online you can choose to pay immediately or request an invoice for your organisation. If you would like to arrange staged payments please get in touch and we can arrange terms to suit you and us.

Do you offer any discounts?

Yes, if you book early you can save 25% on the cost of a course. From time to time other special discounts may be available - please give us a call to find out more.

How will I be assessed?

The focus of the assessment is on the process of learning, feedback and integration (not "testing"). Participants are expected to show progressive skill development over the entire training with the final assessment period being a confirmation of this development and an ability to apply NLP. The assessment criteria of all Sugar courses are based on:

- Attitude (embodiment of the presuppositions of NLP)
- Content Knowledge (frames, principles, techniques, distinctions)
- Behavioural Skills (demonstrated integration of leanings)

What on going support do you provide?

Throughout the training period Neal and Ben are available for advice and support. After the training has been completed we offer an email support service and will always do our best to answer questions and offer advice. Additionally we offer a number of short course CPD trainings which may be of interest.

Learn and Train in Kendal

Kendal is a Market Town situated in the Lake District, one of the most beautiful parts of the country. The town is surrounded by breath-taking landscapes and its distinctive blend of historical buildings, culture and unique shops make it a very popular destination for visitors.

In and around Kendal you'll find an interesting array of tourist attractions including two castles, award-winning museums and leisure and arts facilities. The town has a thriving retail sector and an excellent selection of places to eat and drink. In addition to the shopping arcades and well-known restaurants, ambling through the cobbled streets will treat visitors to a delightful assortment of specialist, independent shops, bistros, cafes and bars.



Kendal provides a gateway to countless walks and rambles, both gentle and demanding, where visitors are treated to some of the most stunning scenery the country has to offer.

Training Venue

Sugar NLP training courses are usually held in Kendal at the Riverside Hotel (www.riversidekendal.co.uk). Situated on the banks of the River Kent the venue is a short walk from the town centre of Kendal. **Free wireless internet** is available in the hotel and in the training room. The hotel has a **gym and pool** which can be used for a small fee.

The Freedom of The Lake District

Kendal's situation within the Lake District makes it truly unique as training location. We believe that the slower pace in comparison to city life provides the ideal environment for the type of training we deliver. Escaping from the pressures of daily existence allows people to focus their minds more easily on the task in hand and apply the learning in non-pressurised, liberated surroundings.



As active people who enjoy the best of the local area we can recommend mountain instructors and guides, yoga teachers, zumba classes, spa's, masseurs and walks, climbs and cycle routes suitable for an evening or a full day expedition.

If you are looking to “get away from it all”, visit somewhere special, enjoy your training in a relaxing and peaceful environment and add something more to your learning experience then training with Sugar NLP in Kendal is for you.