



Course Guide

NLP for Managers Leaders and Coaches

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

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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

- NLP for Leaders, Managers and Coaches (ANLP Certified Practitioner of NLP)

Duration

- 11 Days - 2 modules of 5½ days each

Suitable for

- Managers, Leaders, HR Professionals, Business Consultants & Trainers, Business Owners and Business Coaches

Problems the course addresses

- You want to deal better with ‘difficult’ people and reduce interpersonal conflict between colleagues, staff and other stakeholders
- A desire to reduce inefficiency and make breakthroughs in long standing problems
- You want to understand how to deal with lack of motivation at both surface and underlying levels
- Being stuck in left-brained thinking and wanting to incorporate new right-brain technologies in your strategic planning

Solutions the course provides

- The skills to use language precisely and effectively when communicating.
- Greater awareness of the thinking processes and emotional states that drive behaviour and support successful goal achievement.
- Effective strategies to help the people you work with make behavioural changes.
- Confidence in using NLP to enhance the work that you do.
- Effective coaching approaches to overcome objections and resistance and promote engagement.
- Opportunities to make changes in your own life, to unlock your potential and be happier and more successful.

Prerequisites

- None

Certification

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



Course Introduction

Sugar NLP provide cost-effective, flexible training to business owners and leaders, managers, HR professionals, business consultants and trainers who want to enhance their competitive edge and drive organisations forward. Our NLP Business Solutions can help you achieve individual and organisational goals and develop skills essential for success in business.

If you are looking to build individual and organisational confidence, resilience and innovation, make the best of opportunities when they arise and navigate your organisation successfully through challenging times, then we can provide the solution.

The Sugar NLP for Managers, Leaders and Coaches is a comprehensive training solution to enhance flexibility, responsiveness and focus to help people achieve their visions and attain excellence in the business world.

What people have said about the course

“Over the past 12 years - I’ve been involved with organisational transformation programmes in both the public and private sector. My proudest achievements during this time have been where change has been implemented, accepted by the people involved and therefore sustained. I became curious about why this formula wasn’t happening for me consistently - in particular the ‘people’ element was very much ‘hit and miss’. I knew I needed to know more about the human aspect of change and this is what led me to Sugar NLP. By attending the Sugar NLP Practitioner programme, I learned strategies for what I previously thought were ‘secrets’ in how to implement personal and collective change. Needless to say, the value from this learning has spread much further than just my professional career. There is a direct correlation between the timing of my experience with Sugar NLP and the improved levels of success in the programmes that I have had the pleasure of being involved with ever since.”

Stephen Manley, Head of Transformation, NHS Foundation Trust.

Included in the training

- 11 days of inspiring and meaningful training that will give you real NLP skills.
- Certification from ANLP and INHNLP.
- Full Colour 130 page Illustrated Training Manual.
- Instruction from Neal and Ben (both experienced Trainers and Coaches).
- On-course 1:1 advice, support and coaching.
- Post-course support and development.
- 2 Bonus optional sessions (½ day each) for Personal Change and NLP Coaching.
- Invitation to Sugar NLP Refresh and Develop Events.

Solutions and Benefits

The Sugar NLP Business Solutions 11-day NLP for Leaders, Managers and Coaches training will move you into a new realm of personal and professional excellence. The following solutions are designed to support individual growth and personal effectiveness...

Communicate effectively with impact

- Communicate effectively and with meaning
- Communicate with a range of different audiences in different settings
- Become more sensitive to surroundings and people around you
- Identify individual goals and outcomes and communicate them effectively
- Fully understand the needs of their clients, stakeholders and employees
- Demonstrate to individuals their value to the organisation

Gain powerful people skills

- Build rapport quickly and get more out of interactions in a short space of time
- Engage employees and enhance their commitment
- Enhance negotiation skills and deal with and resolve fractious situations or conflicts
- Learn effective coaching solutions to instilling self-belief, a “can do attitude” and confidence in employees and help others cope in uncertain times.
- Help people work more effectively with each other

Improve Strategic Focus and Leadership

- Clarify organisational strategic goals and improve strategic focus
- Build, strong, effective leadership skills and Lead with purpose
- Improve resilience and adaptability
- Align individual and organisational goals to drive forward the organisation
- Inspire and motivate colleagues and build and maintain staff morale
- Build a dynamic, resilient, reactive and adaptable workforce

Manage and inspire change effectively

- Influence and inspire change
- Identify individual’s barriers to moving forward and generate ways to overcome them
- Influence attitudes to ensure organisational change is embraced
- Successfully implement change / enhance Change Management strategies

Strengthen Resourcefulness and Resilience and Solve Problems

- Break down barriers towards flexible, more effective ways of working
- Think more strategically and can develop creative solutions to problems
- Understand how to strengthen resourcefulness within organizations.
- Maintain a positive outlook and identify opportunities even in times of adversity
- Enhance individual and organisational resilience
- Increase your own resourcefulness, even under pressurised circumstances

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	The Pillars of NLP					
	Whatever you believe you're right - Map/Territory	The NLP attitude and approach - a short course	Outcome Focus and the 5 WFO conditions	Developing Excellent Sensory Acuity	Recognising Congruence & Incongruence	Helpful Beliefs at Work
2	Building Rapport with Everyone					
	Matching Physiology	Pacing Values	Using clean language	Representational Systems	Eye Patterns & Overlapping	
3	Strengthening Resourcefulness + Resilience					
	The NLP Model of Personal Communication	State Drives Behaviour Eliciting states in others	Emotional State Awareness and Intelligence		Anchoring a Desired State	Using the Resourceful State Triangle
4	Using Your Brain for a Change				Optional Afternoon Personal Change Session - Phobia Model, Swish	
	Exploring Sub-modalities	Sub-modality Map Across				
5	Putting Your Message Across					
	Pacing and Leading	Using Hypnotic Language for Positive Outcomes (Milton Model)			Influencing Language	Overcoming Objections
6	Lead with Purpose					
	Systems and NLP Logical Levels	Identifying the Root Cause	Goal / Strategy Alignment			
7	Strategies and Motivation					
	The hidden sequence behind thinking	Starting a strategy - identifying triggers	Ending a strategy - being convinced	Successful motivation strategies	Underlying motivation - towards/away values & beliefs	
8	Identifying Limitations and Resolving Conflict					
	Precision questioning with the meta model			Perceptual positions	Chunking to resolve conflicts	
9	Using your Whole Brain (Harness the power of your unconscious)					
	The power of your unconscious mind	Breaking through barriers		Learning from the future	New behaviour generator	
10	Coaching Excellence				Optional Afternoon Personal Change Session - 6 step reframe, parts integration	
	3 domains of subjective experience	The coaching attitude and approach				
11	Inspiring Solutions and Problem Solving					
	Setting outcome focussed frames	Reframing meanings		Perceptual positions (my 3 friends)	Metaphorical problem solving	
12	Creative Thinking					
	Storytelling for a change	Disney Creativity Pattern	Course close and certification			

Recognising the course can be an intensive experience, the optional afternoons are an opportunity for you to catch up with work, immerse yourself in NLP with our personal change session or simply take some time to enjoy the beautiful Lake District.

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, UKCP Registered Psychotherapist and qualified Teacher (QTLS).

Booking FAQ's

How many people attend your courses?

Most Practitioner of NLP groups are between 8-16 participants with a maximum of 20 places per course.

Is there any pre-course study?

Yes, we ask you to consider your desired outcomes 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.

- Completing the Sugar NLP for Agile Communication & Creative Problem Solving (INLPTA Certified Diploma in NLP) is excellent preparation for this course.

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/business) 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.

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) and 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.