



## Course Guide

# ANLP Practitioner of NLP

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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

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## Title

- ANLP and INHNLP Certified Practitioner of NLP

## Duration

- 12 Days offered as either 2 modules of 5½ days each or 3 modules of 4 days each

## Suitable for

- People with an interest in developing others.
- Coaches, counsellors, teachers, therapists, health care professionals.
- Individuals wanting self-development and personal growth.

## Problems the course addresses

- You feel frustrated by a lack of progress working with others or held back by not having enough tools and approaches.
- You already have skills and experience but you feel less confident without the right formal certification.
- You know that staying up to date is important and don't want to be left behind in the latest advances.
- You've been experiencing challenges or decision points in your own life that have meant it's time to invest in yourself.

## 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.
- Effective strategies to help the people you work with make behavioural changes.
- Confidence in using NLP to enhance the work that you do.
- Certification as a Practitioner of NLP.
- Opportunities to make changes in your own life, to unlock your potential and be happier and more fulfilled.

## Prerequisites

- None

## Certification

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



# Course Introduction

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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 NLP 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 Practitioner of NLP is a comprehensive training in applying NLP skills, tools and techniques for elegant communication and change. In depth knowledge will help you achieve your personal goals and enable you to help others achieve theirs.

## What people have said about the course

*"Fantastic. Great if you like theory or practice as you get both"*

*"I'll take away loads of reflection and integrating new knowledge into present therapy work"*

*"I most enjoyed all the demonstrations and the interactive content"*

*"Great trainers - different styles are a positive"*

*"This is the course for you if you want to get even more out of your life"*

*"An incredible experience which far out-weighed my original expectation"*

*"Good banter and witty style"*

## Included in the training

- 12 days of inspiring and meaningful training that will give you real NLP skills.
- Certification from ANLP and INHNLP
- Full Colour 130 page 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 Optional sessions (1/2 day each) for Personal Change and NLP Coaching
- Invitation to Sugar NLP Refresh and Develop Events

# Solutions and Benefits

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The Sugar NLP Practitioner program is a comprehensive training where you will learn NLP and it's applications for excellence in communication, change and understanding yourself and others. The following solutions are designed to support individual growth and personal effectiveness...

## Communicating effectively to understand, appreciate and get results

- What if you could have the most useful beliefs for learning, change and ethical influence?
- How useful would it be to learn the real secrets to mastery by being able to pay attention to minimal clues and notice split-level communication?
- Imagine if you could know a person's unconscious response to something before they knew it!
- What if you knew there are only 3 simple steps to rapidly build rapport with anyone (in person or on the phone)?
- Discover hidden language patterns to elegantly lead a person or group to a more useful state or feeling.
- What if you could learn the linguistic tools of hypnosis, as modelled from the legendary Milton Erickson, and use these to persuade, influence and appeal to emotions?
- Learn how to calibrate to your own and someone else's state and build a firm foundation for emotional intelligence.
- And, you could discover how our personal reality is created and how it influences our feelings and actions in our everyday life.
- Learn the Meta Model which contains the most powerful questions to help a person be specific and expand their map of the world
- Uncover 3 simple questions that will unlock the art of conversation; how to discover detail, explore values and resolve conflict
- Learn the 7 steps to help yourself or someone else focus and achieve what it is they really want in the future

## Taking charge of the hidden patterns our brains work on

- Gain the understanding of how our behaviours are governed by our state at that moment.
- What if you could create a positive state or feeling to use in any context you choose
- If you could change a feeling you have in a particular context what would you choose? Learn how you can do this with guaranteed results.
- Discover how people internally code their experience of the world, the 3 common preferences people have and use this to communicate more effectively, build rapport and influence with success.
- Learn the unconscious patterns that give away how someone is thinking.

## Exploring the big picture and purpose behind people systems when they work (and when they don't work)

- How useful would it be to know the 6 areas to align individuals and organisations.
- Sky rocket your coaching and change work by discovering the quickest way to make changes (for yourself or others) by recoding experiences in how they are stored.
- Discover how to change unwanted feelings about a situation, problem or certain foods.
- Learn the simple process for changing an old limiting belief and replacing it with a new empowering belief.
- Permanently remove an unwanted phobia. This will set you apart from most psychologists and psychiatrists simply because you'll have the tools to actually make a difference and rewire patterns to change a phobic response.
- Gain a tool to help someone resolve relationship issues and have insights about other points of view to aid decision-making & leadership.
- What if you could have 2 conversational techniques to assist someone in changing their mind or thinking differently?

## Creating and unleashing motivation at a conscious and unconscious level

- Learn how to discover unconscious patterns for how a person gets the results they do, how they make decisions, how they become convinced of something and apply this to making changes and communicating more effectively.
- Learn how to craft stories and create metaphors for unconscious communication.
- Create motivation for a personal identity upgrade or to carry out a particular behaviour.
- Discover how to build trust and communication between your conscious and unconscious mind.
- Change an unwanted habit, symptom or behaviour by utilising unconscious creativity.
- Increase personal congruence and enhance energy levels by addressing internal conflict
- Discover how you store time and remove blocks from the past
- How to create a strong conscious and unconscious commitment towards a future goal.
- How you can ethically and ecologically apply NLP in your work  
Leading People - NLP Coaching -  
Effective Relationships - Persuasion & Influence

# Training Outline (Intensive Programme)

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	<b>The Pillars of NLP</b>					
	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	The power of clean language
2	<b>Building Rapport with Everyone</b>					
	Helpful Beliefs to hold	Matching Physiology	Chunking and Pacing Values	Representational Systems		Eye Patterns & Overlapping
3	<b>Emotional State Flexibility and Choice</b>					
	The NLP Model of Personal Communication State Drives Behaviour	Personal State Awareness and Emotional Intelligence	Eliciting states in others. Anchoring a Desired State	Using the Resourceful State Triangle	V-K Dissociation and the Phobia Model	
4	<b>Using Your Brain for a Change</b>			<b>Optional Personal Change Session</b> Sub-modality belief change		
	Exploring Sub-modalities	Sub-modality Map Across				
5	<b>Influencing yourself and others to meet shared outcomes</b>					
	Pacing and Leading	Using Hypnotic Language for Positive Outcomes (Milton Model)		Influencing Language	Using the Swiss pattern for motivation	
6	<b>Systemic Learning and Change</b>					
	Beliefs at Logical Levels	Identifying the Root Cause	Life and Goal Alignment			

## Rest Day

Delegates are encouraged to let their new learning settle in and explore the best of what the Lake District has to offer.

7	<b>Strategies, Motivation and Learning</b>					
	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	<b>Identifying Limitations and Personal Viewpoints</b>					
	Precision questioning with the meta model			Perceptual positions	Chunking to resolve conflicts	
9	<b>Using your Whole Brain (Harness the power of your unconscious)</b>					
	The power of your unconscious mind	Breaking through barriers and learning from your timeline		Changing habits and behaviours - 6 step reframe	Resolving inner conflict - parts integration	
10	<b>Modelling Excellence</b>					
	3 domains of subjective experience	The modelling attitude and approach	New behaviour generator	<b>Optional Coaching Change Session</b> The process NLP coaching		
11	<b>Breaking Stuck Thinking and Creatively Solving Problems</b>					
	Setting outcome focussed frames	Reframing meanings		Disney Creativity Strategy	Metaphorical problem solving	
12	<b>Creative Thinking</b>					
	Storytelling for a change	Learning from your future	Course close and certification			

# Training Outline (Modular Programme)

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	<b>The Pillars of NLP</b>					
	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	The power of clean language
2	<b>Building Rapport with Everyone</b>					Eye Patterns & Overlapping
	Helpful Beliefs to hold	Matching Physiology	Chunking Questions and Pacing Values	Representational Systems		
3	<b>Influencing yourself and others to meet shared outcomes</b>					Using the Swiss pattern for motivation
	Pacing and Leading	Using Hypnotic Language for Positive Outcomes (Milton Model)		Influencing Language		
4	<b>Emotional State Flexibility and Choice</b>					Using the Resourceful State Triangle
	The NLP Model of Personal Communication State Drives Behaviour	Personal State Awareness and Emotional Intelligence	Eliciting states in others. Anchoring a Desired State			

Integration and application period between modules

5	<b>Identifying Limitations and Personal Viewpoints</b>			Perceptual positions	Shifting Logical Levels with chunking to resolve conflicts
	Precision questioning with the meta model				
6	<b>Using Your Brain for a Change</b>			<b>Optional Personal Change Session</b> V-K Dissociation and the Phobia Model Sub-modality belief change	
	Exploring Sub-modalities	Sub-modality Map Across Process			
7	<b>Strategies, Motivation and Learning</b>				
	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	<b>Systemic Learning and Change</b>				
	Beliefs at Logical Levels	Identifying the Root Cause of a problem	Life and Goal Alignment		

Integration and application period between modules

9	<b>Breaking Stuck Thinking and Creatively Solving Problems</b>				
	Setting outcome focussed frames	Reframing meanings		Disney Creativity Strategy	Metaphorical problem solving
10	<b>Using your Whole Brain (Harness the power of your unconscious)</b>				
	The power of your unconscious mind	Breaking through barriers and learning from your timeline		Changing habits and behaviours - 6 step reframe	Resolving inner conflict - parts integration
11	<b>Modelling Excellence</b>			<b>Optional Coaching Change Session</b> The process NLP coaching Integrating NLP in your work	
	3 domains of subjective experience	The modelling attitude and approach	New behaviour generator		
12	<b>Creative Thinking</b>				
	Storytelling for a change	Learning from your future	Applying NLP, Ethics and Next Steps	Course close and certification	

# Why Train with Sugar?

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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

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## 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.

## 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](http://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

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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](http://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.