

What is NLP (Neuro-Linguistic Programming)?

NLP has been defined in many different ways:

- The art and science of human excellence
- The knowledge of how mind (neuro) and language (linguistic) interface to create our internal programs and our reality (programming)
- The study of people and how they perceive reality
- The study of people and how they process information about the world around them
- The study of subjective experience
- The study of human transformation
- The art and science of how people change
- The methodology of creating the life that you want



NLP is a branch of cognitive psychology which was developed in the USA in the 1970's. It is a **hugely powerful set of techniques** for personal and organisational change. NLP is used by business leaders, personal coaches, therapists, psychologists, counsellors, psychiatrists, parents, teachers and trainers. It benefits everyone who is interested in transforming their lives, their relationships, their careers and their goals, and helping others to do the same.

In essence, NLP is about how we think, how we communicate, how we create our own 'map' of the world, and how we can change any of that if we choose to.

Why become a Certified NLP Business Practitioner?

Certification as an NLP Business Practitioner is a benchmark qualification confirming you understand the theoretical components of NLP Practitioner content, and can demonstrate competency using NLP skills in practical business situations.



The Breakthrough Dynamics Certificate is recognised by the Association of NLP in the UK, for their full membership criteria.

Results prove that NLP techniques are the best processes for creating **fast and long-lasting change** in your life and business. Many other systems are good at discovering problems but don't give you tools for painless, fast change.

The tools in the NLP Business Practitioner training are the most effective that exist today and our purpose is to make them available to you to improve your management and leadership skills, income, career, and any other areas of your life in which you wish to apply them.



What will I learn at the Breakthrough Dynamics NLP Business Practitioner Training?

The Business Practitioner course covers the essential "building blocks" of NLP. It includes the fundamental mental, linguistic and physical principles and patterns that make up the core technology and philosophy of Neuro Linguistic Programming.

During the NLP Business Practitioner Training you can expect to learn

How to use NLP applications in:

- Management
- Leadership
- Presentations
- Meetings
- Sales
- Negotiations

The Foundations of NLP - the underlying models it's all built on

- Empowering beliefs that will change the way you experience and interact with the world around you
- A simple model of communication that will enable you to always get your message across
- Discover and take control of the links between your mind and body

Well Formed Outcomes - the keys to goal achievement

- How to set goals so that you achieve them
- Ask questions that enable someone else to get totally clear about their objectives

Rapport - the corner-stone to persuasion and influence

- Quickly get on someone's wavelength
- Discover the real secrets to body language
- Match and mirror physiology so that people unconsciously identify with you
- Use your voice to build rapport rapidly on the telephone
- Elegantly disagree with others whilst maintaining rapport

Representational Systems - how we use our 5 senses

- Discover how we see, hear, and feel the world
- Learn to match another person's preferred system to create rapport and deep understanding
- Read another's eye movements to discover how they are thinking

Parts - the key to personal congruence and focus

- Learn to work with parts to resolve internal conflict and gain congruence and clarity

Submodalities - taking charge of your brain!

- Learn how to use your brain's programming language
- Discover how someone internally structures their beliefs and how to change them
- Use submodalities to quickly change unwanted feelings and behaviours
- Use the SWISH pattern to rapidly break unwanted habits

Language Patterns - use language with awareness, elegance and precision

- Use language patterns to gain greater acceptance of your message in all areas of life
- Ask questions that get you the information you need with speed and precision
- Challenge and overcome objections elegantly
- Know just the right question to get to the very root of a problem
- Learn powerful conversational techniques to assist someone in changing their mind
- Negotiate with elegance. Gain agreement on opposing points of view in minutes

Anchoring - the power of associative conditioning at your fingertips

- Use resource anchors to strengthen your personal resources and your ability to access them whenever you want
- Collapse anchors to remove obstacles to progress
- Create powerful chains of resources to get people out of "stuck" states like procrastination or confusion

Strategies - the unconscious processes we use to create all our behaviour

- Discover and utilise someone's decision-making or buying strategy
- Find out how your customer's decide to buy and fine tune your sales process to precisely fit their buying strategy
- Change your less useful strategies for more useful ones and use your effective strategies more often

What happens during the training?

The NLP Business Practitioner is an extremely experiential training, often described as a life-changing! The traditional NLP Practitioner Training lasts a full two weeks, but we prefer to train the accelerated version, which employs a phased learning approach. Once your deposit has been received we will deliver your study materials, and you can begin to master the Art and Science of NLP straight away. Your 'Welcome to the Training' letter will give you all details you need.



Why study NLP with Breakthrough Dynamics?

We get results. But don't just take our word for it. Please see the enclosed page of real testimonials that we have received from organisations and individuals, who we assisted to make major differences in their experiences of the world, and the bottom-line business results they were getting and continue to get. Your excellence is the most effective measure of our teaching.

Who will be leading the NLP Business Practitioner Training?

The course will be led by Justin Tipper, Certified Trainer of NLP.

Justin has been using NLP in business and therapy for nearly a decade, and continues to lead Breakthrough Dynamics and NLP into new areas on the Isle of Man, in the UK, and beyond. For example, he has run transformational training courses within the social care sector, within financial institutions, in sports, in shipping, and within Government.

Justin says "Some time ago, I was in a job that I found rewarding in part, but also frustrating, as I was aware that there had to be so much more I could do and achieve, **if only I knew how.**

By a strange chance, I discovered some stuff on NLP, and immediately decided to book myself on a course to learn more. I have never regretted the opportunity that came my way, and now I have created a business in which I truly feel that I am doing my life's work – that is, to directly assist people to be the best, the most excellent, the most outstanding, in their chosen fields.

We have even bigger and brighter plans for the future, and I can only see that the study of NLP is transforming what we consider is now possible, and achievable."

What if I become a Certified Practitioner of Business NLP, what then?

When you become a Certified Business Practitioner of NLP, you will possess some of the most **powerful techniques for business success and organisational change** on the planet, in order to transform the results that you, and your clients, are getting.



These techniques can be used in business in many different contexts: management, leadership, organisational development, sales, training, presentations, meetings, team bonding, in fact anywhere where there is a desire to move towards excellence, and away from the average or ordinary.



Arrangements - Payment - Contact Us

What are the dates for the training?

Friday 13 & Saturday 14 February 2009

Thursday 5 to Saturday 7 March 2009

Thursday 26 to Saturday 28 March 2009

Friday 24 & Saturday 25 April 2009

Sessions run from 10am to 6pm, most days.

Where will the Training take place?

A venue in Douglas, Isle of Man.

Pre-requisites for the NLP Practitioner Certification Training:

Apart from the pre-course study, there are no formal pre-requisites for this training. However, what people find helpful is to bring with them is an attitude of curiosity, openness, and a willingness to play at 100%.

What investment is required?

The investment required for the training is £2378.72 +VAT = £2795.00

Early Bird Price:

If you pay in full before 1 February 2009, then you only need pay £2123.40 +VAT = £2495.00
(save £300.00)

(Prices include Certification Fee: £50 + VAT = £58.75)

These prices include 10 days intensive training, a full set of study materials (usual price £250) and a comprehensive manual covering the entire Practitioner syllabus, and Certification as Business Practitioner of Neuro Linguistic Programming.

Organisations: Discounts are available for organisations enrolling more than one delegate on the same training.

N.B. Places on this training are limited and are therefore allocated on a first come basis. To reserve your place please fill in the attached application form and send with your deposit of £800. We will then deliver your 'Welcome to the Training' information and home study materials.

What do I do now?

Complete the enclosed application form, send your deposit of £800.00 made payable to Breakthrough Dynamics Limited, and we will deliver your pre-course materials so that you can get started on studying the Art & Science of NLP straight away.

Do you have a question?

Please call Justin Tipper or Angie Lawrence on the numbers below, or email us. We will be happy to answer any questions you have.



...imagine ...believe... create

NLP BUSINESS PRACTITIONER CERTIFICATION TRAINING

Registration Form

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Early bird price if you pay in full before 1 February 2009 is £2123.40 + VAT =£2495.00 (save £300)

Deposit £800 - to secure your place. On receipt of this we will send you your pre-course study materials.

Discount available for organisations enrolling more than one delegate. Please contact us for details.

Please reserve [] spaces as follows.

Delegate Name	Company Name	Contact number	Email address

I enclose my cheque for £..... made out to Breakthrough Dynamics Limited.

I prefer to pay by credit card and the details are below (or you may prefer to call us at 668086 with this information).

Type of card:..... Card No..... Start Date:..... Exp date.....

Name on card.....

Please invoice me at the following address:

For the attention of:

Company name:

Company address:

Terms and Conditions:

As places on this training are limited we do have to charge a cancellation fee

Cancellation 28 days or more in advance	Full refund (less the cost of study materials)
Cancellation between 27 and 7 days in advance	50% refund (less the cost of study materials)
Cancellation less than 7 days in advance	Full charge/no refund

..... but we know that's not going to happen and look forward to welcoming you and your colleagues to discovering what NLP can mean to you and your business. As Justin says: "It's going to be amazing!"

If you have any questions at all please contact Justin at jtipper@breakthroughdynamics.co.uk or Angie at alawrence@breakthroughdynamics.co.uk .