

## 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 process information about the world around them
- The study of human transformation
- The art and science of how people change



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 Practitioner?

Certification as an NLP Practitioner is a benchmark qualification confirming you understand the theoretical components of NLP Practitioner content, and can demonstrate competency using NLP skills in practical 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 Practitioner training are the most effective that exist today and our purpose is to make them available to you to improve your life, health, relationships, income and career.

We have assisted hundreds of people to get rid of negative emotion — depression, anger, fear and anxiety — and to eliminate limiting decisions (such as, "I can't have a great relationship") helping people break through limitations to make more money, get a better job, create perfect health or the ideal relationship



## What will I learn at the Breakthrough Dynamics NLP Practitioner training?

The 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 Practitioner Training you can expect to learn

### How to use NLP applications in:

- Business, Sales and Communication
- Therapy and Relationships
- Personal Growth and Change
- Education and Learning

### 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

- Learn to use the language patterns modelled on the master hypnotherapist Milton Erickson M.D., to induce trance effortlessly
- 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 the bad feelings from past experiences
- 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 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 NLP Practitioner training?

The NLP Practitioner is an extremely experiential training, often described as a life-changing! The traditional NLP Practitioner Training can last up to 21 days, but we prefer to train the accelerated version, which employs a phased learning approach. The ten day active learning experience is enhanced by additional reading materials and an integration assignment, so that you become familiar with the ideas and terminology. 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.

You will be working with a group of people like you, who are interested in the possibilities and potential that NLP puts in your hands.

## Why study NLP with Breakthrough Dynamics?

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

### Here are some examples of what our delegates say about our NLP training:

*'Fabulous ... it is definitely the best course I have ever been on!'*

Sandra Cardwell, Senior Manager, Edgewater Associates

*"..... this sets the standard I now want to achieve ..."*

Andy Finch, Head of Learning and Development, Barclays Bank

**"... this [course] gives you skills for any business situation which involves people.  
Probably the ultimate in 'feel good training'**

MG, Head of Finance, Public Sector Organisation

*"... powerful ... stimulating..."*

Malcolm Whetnall, Head of Barclays Premier Banking, Isle of Man

*"So rare to find a course that not only positively impacts your business but also your private life. What a double whammy! Highly recommended"*

HR Manager, Financial Services Company

*"The NLP communications training we did with Justin really made a big difference. It has brought people together within the management team, and allowed them to understand each others' styles of communication.*

*Personally, I have used the techniques I learnt to motivate my team, and create influential presentations for my colleagues and business leaders. And I am still getting positive feedback!*

*I would recommend this training to any team to increase the effectiveness of their communications, and build trust between its members."*

Caroline J Cornish, Head of Global Fund Services, HSBC

## Who will be leading the NLP Practitioner training?

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

Justin has been using NLP in business and therapy for more than 15 years, 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 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 NLP, what then?

When you become a Certified Practitioner of NLP, you will possess some of the most **powerful techniques for personal 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 an unlimited number of contexts: personal life, business, therapy, counselling, management, leadership, education, organisational development, sport, in fact anywhere where there is a desire to move towards excellence, and away from the average or ordinary.



Our successful NLP Practitioner training group in 2009.

Can you see yourself here in 2011?



## Arrangements - Payment - Contact Us

### What are the dates for the training?

To be announced, starting early 2011.  
Sessions run from 10am to 6pm each day.

### Where will the Training take place?

A venue in Douglas, Isle of Man, to be confirmed.

### Pre-requisites for the NLP Practitioner Certification Training:

Apart from pre-viewing the course study materials, 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 full investment required for the training is £1,953.19 +VAT = £2,295.00

#### Early Bird Price:

If you pay in full more than 21 days before the course commences, then you only need pay  
£1,697.87 +VAT = £1,995.00 **(save £300.00)**

A deposit of £600.00 will secure your place. Prices include Certification Fee: £50 + VAT = £57.50

These prices include 10 days intensive training, a comprehensive manual covering the entire Practitioner syllabus, and Certification as a Practitioner of Neuro Linguistic Programming.

Payment by instalments can be arranged. Please call me to discuss, or see my website [nlpman.com](http://nlpman.com).

### What do I do now?

Please email or call me in the first instance. Once we have received your deposit of £600.00 made payable to Breakthrough Dynamics Limited, 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 me on 01624 668086 or text me on 07624 490807. Alternatively, email me at [jtipper@breakthroughdynamics.co.uk](mailto:jtipper@breakthroughdynamics.co.uk).

It would be great to hear from you and talking NLP is what I like to do best!

A handwritten signature in black ink that reads "Justin". Below the signature is a horizontal line.

PS. You may be eligible for financial support from Dept of Economic Development. See [nlpman.com](http://nlpman.com) for details.