

NLP Fundamentals (Code: NLF)

Evolution-U Personal Empowerment Business Suite

Keynote or One Day - Foundation



The Evolution-U Personal Empowerment Business Suite is a focused offer of engaging NLP based trainings, providing usable tools for measurable performance gains praised by our clients

Course Outline

This one day training introduces the core principles of Neuro Linguistic Programming (NLP), forming a foundation for further learning and application of the subject. Key content is covered including the NLP Communication Model, Personal Empowerment, Developing Sensory Acuity, Building Rapport, Goal Setting, Representational Systems and Eye Patterns. After taking this training participants will have a valuable understanding of NLP and a series of tools that can be used to improve personal and business outcomes.

This training counts as day 1 of the NLP Practitioner certification training with Evolution-U and can be credited against the certification training within 24 months of taking this course.

Learning Objectives

By taking this course, participants will:

- learn the fundamentals of NLP including the NLP Communication Model, the presuppositions of NLP and the Prime Directives of the Unconscious Mind;
- build confidence and take control over our results by using NLP personal empowerment techniques;
- understand the principles of effective goal setting and develop goals for the training and beyond;
- Develop tools for increased sensory acuity, enabling participants to pick up on possible internal changes which could impact our outcome;
- deconstruct the process of developing rapport and learn how to build rapport in most client situations;
- Understand how to use predicates, sensory based words which can improve our ability to deliver our message;
- learn the theory behind eye patterns, it's limitations, how to avoid common mistakes and how to utilise the techniques.

As well as instructor led presentation, the training uses video support and group exercises to engage participants.

This course is designed for up to 12 people. Additional participants quoted upon request. Level: Foundation.

Course Content

Introduction to NLP

Before using NLP based skills it is necessary to understand the key concepts underlying their application. When dealing with both verbal and non-verbal communication, much of the message is received unconsciously by the listener. In order to be able to utilise unconscious thought processes, the participants will be taught the basic tenets of NLP including the NLP Communication Model, the Presuppositions of NLP and the Prime Directives of the Unconscious Mind.

NLP Personal Empowerment Techniques

There are three fundamental NLP concepts used to introduce the subject of personal empowerment; Cause vs. Effect, Perception is Projection, and the Psychology of Excellence. In this section, all three approaches are introduced with open class discussion encouraged on how to apply them in developing a blueprint for confident pitching. Participants will then complete an individual exercise designed to help consolidate the techniques taught and provide a resource for use in their business objectives.

Effective Goal Setting

Only 3% of adults write their goals effectively, yet those that take time to learn how to write their goals and do have a 1000% increased likelihood of achieving them. In this section, participants analyse the theory behind effective goal setting before being introduced to the five principles for success, the difference between goals and states, and how to develop SMART goals.

Sensory Acuity

Sensory Acuity refers to the ability to pick up on small and often unnoticed changes that occur in a person's physiology as we communicate with them. The key cues for noticing such changes are discussed and taught to help participants develop increased sensory acuity and identify such internal changes. Most people miss these cues and therefore miss opportunities to improve their position which in business can have a financial cost. This section includes video and an exercise conducted in groups of three whereby participants learn to develop sensory acuity and pick up on changes in their group participant.

Rapport

Building rapport is the basis of all communication. If we want to successfully sell our product or service, negotiate a deal or build a long-term relationship, the chances of success are increased tremendously if there is rapport between the parties. The principle is simple; people like people like themselves, so in this module participants are taught NLP based techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Exercises are performed in pairs and are designed to utilise the content taught in class and give participants practical experience at using rapport building techniques. Following the exercise there is a video and Q&A session to consolidate the learnings.

Representational Systems & Predicates

The Primary Representational System is the way in which a person represents their internal world verbally. It uses 'predicates', sensory-based words which give us valuable information as to how best to communicate with a person in a way that they will process our message most easily, and thereby increase understanding which in turn increases our influence over the outcomes. This section includes a self-mark test for all participants and a group exercise to test the understanding of the participants.

Eye Patterns

One of the best-known NLP applications is that where we move our eyes has meaning. Few people however, understand what the meaning is and how to apply this technique. In this section, the theory behind eye patterns is introduced and supported by instructor led discussion on how to utilise the tool effectively, it's limitations, and how to avoid common mistakes that cause inaccurate assessments. Class exercise and video support is included.

Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing professionals, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
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www.evolution-u.com • www.linkedin.com/in/neilorvay/

**NLP Communication Skills • Collaborative Communications • Pitching & Presenting
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment**