

## NLP in Business (Code: NLB)

Evolution-U Personal Empowerment Business Suite

Two Days - 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

On day 1 of this two day training we introduce the core principles of Neuro Linguistic Programming (NLP) and on day 2 we focus on NLP applications in business. The key content we cover includes the NLP Communication Model, Personal Empowerment, Developing Sensory Acuity, Building Rapport, Goal Setting, Representational Systems and Eye Patterns, linguistic skills including how to generate agreement and reframing, the 5 step sales process (relevant in internal contexts as well as external client facing contexts), and how to use anchoring as a motivational tool. 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.

Day 1 of 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 their 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 their outcomes;
- deconstruct the process of developing rapport and learn how to build rapport in most client situations;
- understand how to use predicates, sensory based words that can improve their ability to deliver their messages;
- learn the theory behind eye patterns, it's limitations, how to avoid common mistakes and how to utilise the techniques;
- learn a powerful linguistic pattern for generating agreement that can be used to improve influence in business and personal situations;
- identify how people filter and prefer to receive information to improve delivery of their requests;
- learn the 5 step sales process, an NLP based sales approach to structuring the sale in order to improve control over the sales process, reduce client resistance, and close effectively;
- develop the skill of NLP Reframing to deal with client objections and develop a glossary of responses for team use;
- learn the principles of anchoring (behavioural conditioning) and apply the technique to generating motivation;
- apply the skills learned during days 1 & 2 to coaching team members.

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 - Day 1

### 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, we teach the participants 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

We use three fundamental NLP concepts to introduce the subject of personal empowerment; Cause vs. Effect, Perception is Projection, and the Psychology of Excellence. In this section, we introduce all three approaches 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. We discuss the key cues for noticing such changes 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 participants.

### 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. Participants perform exercises in pairs that 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, we introduce the theory behind eye patterns 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.

## Course Content - Day 2

### Hierarchy of Ideas

The Hierarchy of Ideas is a powerful linguistic technique for controlling the level of language. This technique is useful in sales and negotiation situations as well as meetings, management and personal dialogues. The theory of the Hierarchy of Ideas is relatively straightforward; agreement is easier to achieve when thinking in the abstract. We discuss this concept at length, the instructor gives demonstrations and then the participants perform group exercises followed by discussion on how to apply the technique in business situations. The principle is extended to understanding how people filter conceptual vs. detailed information and being able to quickly identify this personality trait in order to improve the chances of success in any given dialogue.

### The 5-step sales process

We are all in sales irrespective of the job title we hold. If we're not selling a product or service, we're selling a vision, opinion, or ourselves over a competitor or rival. The 5-step sales process is a structured approach to the sales process giving a series of milestones that executives can utilise to improve results. This is the corner stone of the sales and influencing process as all the other skills taught are used within the framework provided by the 5-step sales process. By having this structure in place, planning the sale is made efficient and effective, giving the executive more control through a greater understanding of the steps and components involved in persuading the client that your solution is the right one for them.

### Reframing

The linguistic technique of reframing is used to address objections by reducing resistance, suggesting alternate perspectives, and generating options. This technique is a powerful tool in meetings, sales and negotiations, although it is under utilised because most executives don't know how to reframe effectively. The common mistake made by most professionals is that they try to provide a solution to a problem without really understanding the problem. The NLP approach to reframing addresses this deficiency, providing a readily usable structure to develop reframes. Through instructor examples, class exercises and extensive group breakouts, participants get sufficient exposure to the technique and it's application.

### **Anchoring as a Motivational Tool**

The principles of behavioural conditioning states that repeat exposure to two consecutive events leads to a neurological connection being created, linking the two events. This process is also known as 'anchoring' and is prevalent in our daily personal and business lives. We are all anchored in ways we do not even realise. In this section, we learn how apply an anchor so that it can be used as a motivational tool for improved personal performance.

### **Using NLP to Coach Team Members**

NLP Coaching is an effective, results driven approach to coaching that can be used, empowering team members to achieve their very best. Using the tools covered in these two days, this final section serves as a review of the material while adding a new dimension of coaching team members to benefit from the tools and deliver better personal and business results.

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