



## **What is Neuro- Linguistic Programming (NLP)?**

NLP is the systemic study of human communication. NLP is about how we create our world – our subjective experience – with all its pains and pleasures. NLP is a broad study that began in the mid 1970s when psychologist Richard Bandler and linguist John Grinder, studied excellent communicators. They wanted to answer that intriguing question: what makes someone really skilful? How do outstandingly successful people do what they do so well?

The answers to this question have become the basis of NLP. Now NLP is used and taught all over the world in business, personal development, education, sports and therapy.

NLP has three parts:

Neuro – Our neurology, how we think and feel

Linguistic – Our language, how we understand language and how we are affected by it

Programming - Our actions, how we act to achieve our results.

NLP is the study of exceptional talent – how outstanding individuals and organisations get their results. NLP teaches these methods so everyone can become exceptionally talented.

NLP is more than a collection of effective techniques. It is a way of thinking, a frame of mind based on curiosity, exploration and fun.

*NLP starts with you – learning how to guide yourself and influence others.  
Where it stops is your choice.*

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## **What can you do with NLP?**

Gain a greater understanding of yourself and others

Build more rewarding relationships.

Develop your intuition by reading non verbal signals

Rid yourself of negative emotions - stress, fear and guilt.

Set goals that are motivating, realistic and worthwhile.

Be clear about your own values and your boundaries.

Increase the limits of your senses - get more pleasure from life - be able to see, hear and feel more.

Overcome present and past fears that hold you back

Change habits you no longer want.

Build a powerful and compelling future for yourself and your business

Balance your life in a more satisfying way by dealing with conflicting demands

Understand how you think about time and be able to make the best use of it

Learn from your own most productive and excellent times so you can be more *consistently* successful.  
Make meetings more productive  
Ask key questions to stop misunderstanding and being misunderstood.  
Be more influential.  
Know how others are thinking and how they reach decisions.

*Understand more of that most fascinating enigma – yourself*  
*Learn more about that baffling puzzle – what makes other people act as they do?*

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### **Where is NLP useful?**

*For managers and consultants:*

Be able to motivate your people and become a more effective coach.  
Understand and manage change more successfully  
Be able to run more productive meetings  
Get more from your teams  
Enhance your own leadership style based on what is important to you.

*For teachers and trainers*

Be able to manage groups and communicate your ideas more effectively  
Build confidence in your performance  
Plan and structure your courses for the best results  
How to find your own expressive style of teaching  
How to deal with difficult questions

*For salespeople*

Discover customers' buying strategies  
Be able to find out what is really important to customers  
Work with goals effectively  
Build more long term relationships with customers  
Develop more mental resilience

*For doctors and therapists*

Increase your acuity to understand your client  
Discover a way of working that is quick and effective  
Take care of your own emotional state.  
Treat the person and the illness.

Anywhere you want outstanding and effective communication skills!

See our NLP **Trainings** in the main menu.

For further information or to enrol **contact us** through the main menu.