



Course Guide

INLPTA Master Practitioner of NLP

Please enjoy discovering more about our training and how can benefit you personally and professionally. There are seven sections to this guide:

1. The Course at a Glance
2. Course Introduction
3. Solutions and Benefits
4. Programme Content
5. Training Outline
6. Why Train with Sugar?
7. Booking FAQ's
8. Learn and Train in The Lake District

We hope the following pages answer many of your questions. Please do give us a call or email to chat through whether this is the right course to get you where you want to go.

Neal and Ben

The Course at a Glance

Title

- **INLPTA Master Practitioner of NLP**
(*INLPTA and INHNLP Certified*)

Duration

- 16 Days - 4 modules of 4 days each

Suitable for

- Individuals wanting to deepen their NLP experience and professionals such as leaders, managers, coaches, health and wellbeing professionals, consultants, and trainers.

Problems the course addresses

- Having fixed solutions for communication and influence that don't always work.
- A lack of options for leading and supporting change in individuals, teams and/or organisations.
- You recognise that your Practitioner training was a powerful experience but you sometimes feel limited by not knowing the whole picture of NLP.
- You don't want to be left behind in your own personal and professional development.

Solutions the course provides

- Tools to manage, inspire and lead others to achieve desired outcomes.
- Options that reveal the underlying concerns of people, teams or stakeholders.
- Strengthened personal resourcefulness and the ability to build resilience in others.
- Proven models of personal, systemic and cultural change.
- Enhanced skills to communicate and present with impact and elegance.
- Increased creativity and innovation in personal and organisational leadership.
- A deeper understanding of NLP that will 'join the dots' and give you more tools, more techniques and greater flexibility.

Prerequisites

- Certified Practitioner of NLP

Certification

- Successful completion of all the course requirements leads to certification as a Master Practitioner of NLP with:
INLPTA - The International NLP Trainers Association
INHNLP - International Network for Humanistic Neuro-Linguistic Psychology



Course Introduction

Sugar NLP provides unique, outcome focussed training to all individuals wanting to enhance their self-awareness and understanding of others either in their personal and professional lives. Our Skills Training solutions are designed for leaders, managers, coaches, health and wellbeing professionals, consultants, trainers and individuals seeking personal development. We help people to:

- Communicate effectively and with meaning
- Motivate and empower people in any given scenario
- Build new strategies to give people more and better choices
- Successfully implement / lead behavioural change
- Enhance personal and professional resilience
- Successfully influence behaviour towards positive outcomes
- Fully understand the needs of clients and colleagues

The Sugar NLP Master Practitioner of NLP Training can help you achieve your personal goals and enable you to help others achieve theirs. You will deepen and expand your understanding and skills essential for high performance and personal fulfilment.

What people have said about the course

"Quite easily the best training I have ever been on"

"Both Ben and Neal are excellent trainers with very complementary styles. Thank you both for giving your all and more."

"Well delivered, great materials, very enjoyable, great tools and techniques. Thoroughly recommended."

"I will take away a much deeper understanding of unconscious processes... a fantastic coaching model which has a real resonance with me... can't wait to use it!! Storytelling... a realisation of the importance of releasing and resolving negative emotions... and that the best coaches need coaching too!"

Included in the training

- Pre-course pack & reading suggestions
- 16 days of live training
- Personal attention in a small group (we allow a maximum of 12 places per course)
- Comprehensive Master Practitioner NLP manual
- Instruction from 2 experienced trainers, consultants & coaches
- Interactive and dynamic training
- Certification by INLPTA & INHNLP
- Post-course telephone and email support

Solutions and Benefits

The Sugar NLP 16-day Master Practitioner in NLP training will move you into a new realm of personal and professional excellence. The following solutions are designed to support individual growth and personal effectiveness...

Communicate effectively with impact and elegance

- Develop linguistic excellence using a range of styles and approaches
- Adapt your message to influence different audiences in different settings
- Become more sensitive to surroundings and the people around you
- Identify individual goals and outcomes and communicate them effectively
- Fully understand the needs of their clients, stakeholders and employees
- Demonstrate to individuals their value within an organisation

Powerfully enhance your people skills

- Create deeper rapport by identifying drivers and unconscious filters
- Engage people and enhance their commitment and drive
- Deal with and resolve fractious situations or conflicts
- Learn effective coaching solutions to instill self-belief, a “can do attitude” and confidence in others
- Help people cope in uncertain times and work more effectively with each other

Improve strategic focus and leadership

- Clarify organisational strategic goals and improve strategic focus
- Build, strong, effective personal leadership skills
- Develop creativity and innovation
- Align individual and organisational goals to drive forward a team or organisation
- Inspire, motivate, build and maintain morale
- Build a dynamic, resilient, reactive and adaptable approach

Manage and inspire personal and cultural change

- Influence and inspire change
- Identify individuals’ barriers to moving forward and generate ways to overcome them
- Influence attitudes to ensure cultural change is embraced
- Successfully implement change / enhance change management strategies

Strengthen resourcefulness, build resilience, solve problems

- Break down barriers towards flexible, more effective ways of working
- Think more strategically and develop creative solutions to problems
- Understand how to strengthen resourcefulness within teams and organisations
- Maintain a positive outlook and identify opportunities even in times of adversity
- Enhance individual and organisational resilience
- Increase your own resourcefulness, even under pressurised circumstances

Programme Content

The course focuses on applying NLP to coaching and systemic change. We will challenge you to develop your skills and your self-awareness in order to more fully access and apply the resources you have within you.

Module 1

- Learn the underpinning beliefs and frames of a Master Practitioner that will make you successful.
- Model and create fast and effective change using conversational sub-modalities.
- Develop excellence in conversational anchoring.
- Learn cutting edge techniques for collapsing anchors with the HNLP Coaching Model (created by John Overdurf and Julie Silverthorn).
- Learn how to observe physiology patterns to identify communication styles, personality drivers and parts of the self.
- Discover how to switch on attention filters to understand others at a deep level through Meta Programs.
- Be able to use the LAB personality profile for faster understanding of people so you can work with the right people for you and relate to everyone better.
- Understand values, values hierarchies and self-alignment.
- Use the Graves World Views model (Spiral Dynamics) to understand individuals, groups and organisations.

Integration period during which participants are encouraged to apply the skills they have developed.

Module 2

- Learn advanced language skills as modelled by Richard Bandler, John Grinder and Tad James.
- An introduction to hypnosis and the unconscious mind.
- Learn how to induce trance and utilise post-hypnotic suggestions.
- Enhance presentations through the 4-Mat system (it's what we use to teach all our courses) that will engage your audience, format the unconscious mind and accelerate learning.
- Spice up the way you deliver material and be a more engaging presenter.
- Be able to explore a problem metaphorically to release creativity and stimulate fresh thinking.
- Construct metaphors to change thinking and lead to greater unconscious shifts.
- Use Multiple Embedded Loops to deliver metaphors and stories.

Integration period during which participants are encouraged to apply the skills they have developed.

Module 3

- Recognise the structure of personal and organisational belief systems.
- Learn slight of mouth patterns for creating conversational belief change.
- Be able to model successful people in your chosen field and build a model of excellence that you can teach to others.
- Decode the structure of behavioural excellence.
- Create identity level change by Resolution of unhelpful emotions.
- Resolve values conflicts and make the right decisions more easily.
- Quickly get to the root of an issue by identifying Prime Concerns and Core Limiting Beliefs.
- Build positive futures by connecting to inner potential and resources to support identity and goals.

Integration period during which participants are encouraged to apply the skills they have developed and complete a modelling project.

Module 4

- Learn the process of unconscious Modelling that Richard Bandler and John Grinder used to model Milton Erickson and Virginia Satir.
- Discover how to utilise altered states and develop peak “flow” experiences.
- Discover the ingredients that enhance strategic decision-making.
- Go ‘Beyond Goals’ to create a strategy that is aligned to purpose and values.
- Facilitate individuals and teams to innovate using the Disney Creativity Model.
- Understand levels of learning and cultural change so you can operate at the optimal level.
- Clarify your understanding of the NLP attitude and behaviours so you can apply NLP ethically and ecologically with others.

Certification

Certification takes place during the final day of the course and involves demonstrating proficiency in NLP skills and abilities with underpinning knowledge of NLP principles and techniques. Essential to the assessment process is high quality feedback to ensure course participants are fully confident to apply NLP in an effective and ethical way. Certification requirements are the successful completion of the following:

- Complete self-assessment of NLP skills and further development areas.
- Behavioural assessment and peer feedback on NLP competence.
- Written assessment demonstrating breadth and depth of knowledge.
- A presentation to the group on a topic of your choosing demonstrating integration of NLP skills, tools and techniques covered.
- A reflective journal and development log.

Training Outline

1	Reconnection to NLP <ul style="list-style-type: none"> Master Practitioner Frames (from Sugar NLP, ABNLP and INLPTA) Setting Individual Well Formed Outcomes 	<ul style="list-style-type: none"> Modelling Behaviour, State and Internal Processes Fast change with sub-modalities (Sugar NLP)
2	States and Conversational Anchoring <ul style="list-style-type: none"> Psychological State and Excellence in Anchoring HNLPT Conversational Coaching Model (John Overdurf/Julie Silverthorn) 	<ul style="list-style-type: none"> The Generalisation Model Stalking the Wild Synaesthesia (John Overdurf)
3	Personality and Congruence <ul style="list-style-type: none"> Conscious vs. Unconscious, Perception / Projection (Carl Jung) Incongruence, Communication Styles, Satir Categories 	Behavioural Preferences <ul style="list-style-type: none"> Meta Program Preferences LAB Profile (Shelle Rose Charvet)
4	Values & Value Systems <ul style="list-style-type: none"> Personal Values Hierarchies Exploring Values Conflicts (Tad James and Wyatt Woodsmall) 	Cultural Values and Change <ul style="list-style-type: none"> Value Systems for Individuals, Groups and Organisations [Spiral Dynamics] (from Clare Graves)

Consolidation and application of skills, tools and techniques

5	Advanced Language Patterns <ul style="list-style-type: none"> Milton Model elegance, Non-Linear Language Patterns Creating Linguistic Presuppositions 	<ul style="list-style-type: none"> Skill-full use of Modal Operators Linguistic Time-shifting (from Tad James)
6	Altered States and Hypnosis <ul style="list-style-type: none"> Prime Directives of the Unconscious Mind (Tad James) Inductions, trance and post hypnotic suggestion 	<ul style="list-style-type: none"> Creating and experiencing trance phenomena Self-awareness and deep personal trust
7	Dynamic Metaphors <ul style="list-style-type: none"> Using clean language to develop a metaphor Using metaphors to move people to action 	Storytelling <ul style="list-style-type: none"> Nested loops (Richard Bandler) Improvisation and stories
8	Presenting with Impact <ul style="list-style-type: none"> Sequencing and The 4-Mat System (from Bernice McCarthy) 	<ul style="list-style-type: none"> Charisma and presence Using Satir Categories to deliver a powerful message

Consolidation and application of skills, tools and techniques

9	Personal & Organisational Beliefs <ul style="list-style-type: none"> The Structure of Rules and Organisational Belief Systems (Robert Dilts, Tad James, Wyatt Woodsmall) 	<ul style="list-style-type: none"> Identifying and exploring a full belief statement Sleight of Mouth Patterns (from Robert Dilts)
10	Modelling Excellence in Others <ul style="list-style-type: none"> Modelling I (John Grinder) and Modelling II (Wyatt Woodsmall) The Process of Behavioural Modelling 	<ul style="list-style-type: none"> Modelling II Case Studies and Practical Exercises The modelling approach as a coach or leader
11	Resolving Unconscious Limitations <ul style="list-style-type: none"> Time Codes. Creating Unconscious Learning and Change Memory Re-Resolution of Emotions (Susi Strang & Craig Wood) 	<ul style="list-style-type: none"> Values Alignment and Addressing Incongruence and Inner Conflicts (Sugar NLP, Wyatt Woodsmall)
12	Identity Level Change <ul style="list-style-type: none"> Identifying and resolving Core Limiting Beliefs / Prime Concerns (Robert Dilts, Tad James) 	<ul style="list-style-type: none"> Positive Futures - connecting to inner potential and resources to support identity and goals

Consolidation and application of skills, tools and techniques. Compete a NLP modelling project.

13	Modelling for Personal Enhancement <ul style="list-style-type: none"> The Process of Modelling I (John Grinder) Modelling I Practical Exercises 	<ul style="list-style-type: none"> Deep Trance Identification Altered States and Flow (Mihaly Csikszentmihalyi)
14	Strategic Leadership and Innovation <ul style="list-style-type: none"> The Art of Strategic Decision Making Moving Beyond Goals (John Overdurf) 	<ul style="list-style-type: none"> Using the Disney Creativity Model in the workplace (Robert Dilts)
15	Systemic Change <ul style="list-style-type: none"> The systemic approach to cultural change Level I and Level II Change (Gregory Bateson) 	Applying NLP 1:1 <ul style="list-style-type: none"> Attitude and behaviour self-assessment, ethics Coaching approach and high quality peer feedback
16	Applying NLP 1:many <ul style="list-style-type: none"> Individual Presentations (Presupposition of NLP or Modelling Project) 	Integration of Learning <ul style="list-style-type: none"> Conscious / Unconscious Integration. Certification and Celebration

Why Train with Sugar?

Sugar NLP Ltd is an established training partnership between Neal Anderson and Ben Dowman. We are highly skilled and accredited trainers who offer two perspectives on NLP and two styles of facilitation. Together, Neal and Ben bring to the training an unrivalled depth of knowledge, diverse experience and shared values.

- **You will be able to see instant results.** We will provide you with tools and techniques that can be practically applied on a day-to-day basis to enhance your own performance and that of the individuals and groups you work with.
- **From Day 1 our training will help you understand yourself and others better.** You will begin to communicate more effectively and have a greater degree of control over your own and other's resourcefulness to help drive positive change.
- **Training with us will open your eyes to new ways of doing things.** We can teach you how to identify innovative, effective solutions to problems and to be flexible and adaptable in order to respond to constantly changing circumstances, even in the face of limited resources.

Guiding Beliefs and Values

Passionate About People. We have a passion for developing people and helping them achieve their goals. Our training empowers people to have faith in their capabilities. We take care to understand specific problems and desired outcomes so that we can provide the most relevant solutions.

Engaging, Active Learning. We understand the importance of making learning interesting and enjoyable for our clients. We pride ourselves on providing interactive, engaging and entertaining training using fresh, unique content and effective learning techniques.

Real World Applications. We design our programmes to ensure they have optimum relevance and practicality. Our training empowers you to make a difference immediately. Both Neal and Ben actively apply NLP with individuals and teams - we use real life examples to bring the learning alive.

Our Approach

Practical application. We work hard to deliver training that can be practically applied both within our delegate's personal and professional lives. You will instantly see how the varied techniques and tools you acquire are easily transferable to real life contexts to help you achieve successful results.

Experience counts. We actively apply NLP with organisations, individuals and groups and bring this experience directly into our trainings. **Ben Dowman** has degrees in Mathematics and Psychology and is an ANLP, ABNLP and INHNLP Accredited NLP and Hypnosis Trainer and qualified Teacher (QTS). **Neal Anderson** holds a Masters in Management is an INLPTA Registered NLP Trainer, Coach and Business Communications Trainer, qualified Teacher (QTLS) and UKCP Registered Psychotherapist and Supervisor.

Booking FAQ's

How many people attend your courses?

Most Master Practitioner of NLP training groups are between 8-10 participants with a maximum of 12 places per course.

Is there any pre-course study?

Yes. We ask you to complete some suggested reading and outcome setting before the course to help you look forward to the training and be ready to get the most from investing your time in learning and developing your skills.

Will I be expected to do work away from the training room?

Yes! NLP is an applied art and we encourage and support you to use NLP in your work and life whilst you are taking the course so that we can help you get the most from what you are learning.

How do I book?

Go to our website (www.sugarnlp.co.uk/learning) and at the bottom of the course page you will see an option to book now

What payment terms do you offer?

You can pay immediately by credit card or BACS. When you book online you can choose to pay immediately or request an invoice for your organisation. If you would like to arrange staged payments please get in touch and we can arrange terms to suit you and us.

Do you offer any discounts?

Yes, if you book early you can save 25% on the cost of a course. From time to time other special discounts may be available - please give us a call to find out more.

How will I be assessed?

The focus of the assessment follows INLPTA guidance and is on the process of learning, feedback and integration (not "testing"). Participants are expected to show progressive skill development over the entire training with the final assessment period being a confirmation of this development and an ability to apply NLP. The assessment criteria of all Sugar courses are based on:

- Attitude (embodiment of the presuppositions of NLP)
- Content Knowledge (frames, principles, techniques, distinctions)
- Behavioural Skills (demonstrated integration of leanings)

What on going support do you provide?

Throughout the training period Neal and Ben are available for advice and support. After the training has been completed we offer an email and phone support service and will always do our best to answer questions and offer advice. Additionally we offer a number of short course CPD trainings which may be of interest.

Learn and Train in The Lake District

Kendal is a Market Town situated in the Lake District, one of the most beautiful parts of the country. The town is surrounded by breath-taking landscapes and its distinctive blend of historical buildings, culture and unique shops make it a very popular destination for visitors.

In and around Kendal you'll find an interesting array of tourist attractions including two castles, award-winning museums and leisure and arts facilities. The town has a thriving retail sector and an excellent selection of places to eat and drink. In addition to the shopping arcades and well-known restaurants, ambling through the cobbled streets will treat visitors to a delightful assortment of specialist, independent shops, bistros, cafes and bars.



Kendal provides a gateway to countless walks and rambles, both gentle and demanding, where visitors are treated to some of the most stunning scenery the country has to offer.

The Freedom of The Lake District

Kendal's situation within the Lake District makes it truly unique as training location. We believe that the slower pace in comparison to city life provides the ideal environment for the type of training we deliver. Escaping from the pressures of daily existence allows people to focus their minds more easily on the task in hand and apply the learning in non-pressurised, liberated surroundings.



As active people who enjoy the best of the local area we can recommend mountain instructors and guides, yoga teachers, zumba classes, spa's, masseurs and walks, climbs and cycle routes suitable for an evening or a full day expedition.

If you are looking to “get away from it all”, visit somewhere special, enjoy your training in a relaxing and peaceful environment and add something more to your learning experience then training with Sugar NLP is for you.