



## Course Guide

# NLP for Agile Communication & Creative Problem Solving

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

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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

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## Title

- NLP for Agile Communication & Creative Problem Solving (INLPTA Certified Diploma in NLP)

## Duration

- 4 Days

## Suitable for

- Managers, Leaders, HR Professionals, Business Consultants & Trainers, Business Owners and Business Coaches

## Problems the course addresses

- Wanting to reduce problems arising from poor communication and misunderstanding
- The need to save time and decrease inefficient working by building and maintaining better relationships
- Feeling that you might be getting 'left behind' in an ever changing world
- Being 'stuck' in problematic thinking

## Solutions the course provides

- Strategies to focus on more of what you really want.
- Tools and techniques to deal more effectively with 'difficult' people.
- Approaches to discover underlying needs and creatively solve problems.
- Reduced self-doubt and strengthened resourcefulness and resilience.
- Language patterns to communicate, motivate and lead others.
- Confidence in using NLP to enhance the work that you do.

## Prerequisites

- None

## Certification

- Successful completion of all the course requirements leads to the following certifications:
  - INLPTA Diploma in NLP
  - Sugar Diploma in NLP



# Course Introduction

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Sugar NLP provide cost-effective, flexible training to business owners and leaders, managers, HR professionals, business consultants and trainers who want to enhance their competitive edge and drive organisations forward. Our NLP Business Solutions can help you achieve individual and organisational goals and develop skills essential for success in business.

If you are looking to build individual and organisational confidence, resilience and innovation, make the best of opportunities when they arise and navigate your organisation successfully through challenging times, then we can provide the solution.

The Sugar NLP for Agile Communication and Creative Problem Solving training provides new tools to help people be more effective at work. The focus is on understanding and influencing relationships, generating personal commitment and building flexibility.

## What people have said about the course

*“Good balance of theory and practice, clear path through a lot of information, perfectly paced”*

*“The opportunity to practise at length and get some great feedback.”*

*“Relaxed teaching environment in a beautiful setting and the opportunity to meet new people and experience the knowledge of the trainers.”*

*“Personally it has helped me consider a lot of issues for myself from a different perspective that has helped me move on.”*

*“Loved the practical nature of the course with the flexibility to tailor the day depending on the outcomes of the group.”*

*“Loads of tools, heightened awareness of the subtleties of communication, desire to practise and learn more, awareness of just how powerful mastering the techniques can be”.*

## Included in the training

- 4 days of inspiring and meaningful training that will give you real NLP skills.
- Certification from INLPTA
- Full Colour Illustrated Training Manual
- Instruction from Neal and Ben (both experienced Trainers and Coaches)
- On-course 1:1 advice, support and coaching
- Post-course support and development
- Invitation to Sugar NLP Refresh and Develop Events

# Solutions and Benefits

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The Sugar NLP Business Solutions 4-day 'NLP for Agile Communication and Creative Problem Solving' training will move you into a new realm of personal and professional excellence and is designed to ensure you:

## Communicate with Greater Agility and Flexibility

- Communicate effectively and with meaning
- Help people manage their own behaviour towards successful outcomes
- Get under the skin of what people are saying and what they are NOT saying
- Enhance your ability to communicate and understand needs quicker and more effectively
- Use more persuasive / influencing language
- Inspire and motivate colleagues and build and maintain staff morale

## Gain Powerful People Skills

- Build rapport quickly
- Build greater empathy with others
- Help people work more effectively with each other
- See scenarios from other people's perspective

## Improve Strategic Focus and Leadership

- Think more strategically
- Engage and empathise with colleagues
- Build a dynamic, resilient, reactive and adaptable workforce
- Build personal confidence and self-belief

## Develop Creative Solutions to Problems

- Think innovatively
- Enhance problem-solving skills
- Approach problems from different angles

# Training Outline

|          |  |  |   |   |   |
|----------|--|--|---|---|---|
| <b>1</b> | <b>Identify the Real Issue and Focus On What Will Lead to Results</b>                  |  |   |   |   |
|          | Welcome<br><br>The NLP attitude and approach   | Recognising congruence and incongruence in self and others | NLP logical levels<br><br>Identifying a root cause or area to leverage change | 5 Conditions for a well formed outcome<br><br>Goal setting with NLP |   |
| <b>2</b> | <b>Communicate, Motivate and Lead with your Language</b>                               |  |   |   |   |
|          | Connecting with others - matching & mirroring as a base for rapport                    | Pacing and leading experience with physiology and language | The map is not the territory  | The language of representational systems                            | Effective language patterns for positive influence                |
| <b>3</b> | <b>Strengthen Resourcefulness, Resilience and Flexibility</b>                          |  |   |   |   |
|          | State drives behaviour<br><br>Emotional intelligence and psychological state awareness | Accessing a desired state<br><br>Anchoring a useful state  | Collapsing an unhelpful state   |   | Adding new perspectives from different perceptual positions       |
| <b>4</b> | <b>Discover Underlying Needs and Creatively Solve Problems</b>                         |  |   |   |   |
|          | The theoretical framework of NLP<br><br>Presuppositions (beliefs) of NLP               | Discovering complete information - chunking questions      | Exploring meaning with precision questions                                    | Shifting frames of reference  | Integration<br><br>Diploma in NLP certification<br><br>Next steps |

To ensure we meet each person's outcomes over the training we may adjust the content of the days and/or add additional topics. Similarly, not all topics will need the same amount of time; we will take our guide from the group balancing learning, skills enhancement and personal growth.

# Why Train with Sugar?

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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, Coach and Business Communications Trainer, UKCP Registered Psychotherapist and qualified Teacher (QTLS).

# Booking FAQ's

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## How many people attend your courses?

Most groups are between 8-16 participants with a maximum of 20 places per course.

## Is there any pre-course study?

Yes, we ask you to consider your desired outcomes 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/business](http://www.sugarnlp.co.uk/business)) 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.

## 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 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 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 Kendal

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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.

## Training Venue

Sugar NLP training courses are usually held in Kendal at the Riverside Hotel ([www.riversidekendal.co.uk](http://www.riversidekendal.co.uk)). Situated on the banks of the River Kent the venue is a short walk from the town centre of Kendal. **Free wireless internet** is available in the hotel and in the training room. The hotel has a **gym and pool** which can be used for a small fee.

## 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 in Kendal is for you.