



## Solutions for Teams and Organisations

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Please enjoy discovering more about how our coaching and training can benefit your team or organisation. There are five sections to this guide:

1. Introduction
2. Tailored Solutions
3. Why Partner with Sugar?
4. Our Expertise
5. Client List

We hope the following pages answer many of your starting questions. If there seems to be a potential fit between our skills and expertise and your needs, please do get in touch. Give us a call **0845 094 6436** or email [info@sugarnlp.co.uk](mailto:info@sugarnlp.co.uk) to chat through how we can best help you to get you where you want to go.

Neal and Ben

# 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 Business Solutions use Neuro-Linguistic Programming (NLP) and Coaching to help people 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.

**Sugar NLP design and deliver tailored NLP and Coaching programmes to teams, businesses and organisations in the public, private and voluntary sectors.**

## What people have said about working with us:

*"The material and techniques were just right and we had time to practise what we learned."*

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

*"I've got 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."*

*"Over the past 12 years - I've been involved with organisational transformation programmes in both the public and private sector. My proudest achievements during this time have been where change has been implemented, accepted by the people involved and therefore sustained. I became curious about why this formula wasn't happening for me consistently - in particular the 'people' element was very much 'hit and miss'. I knew I needed to know more about the human aspect of change and this is what led me to Sugar NLP. By attending a Sugar NLP Practitioner programme, I learned strategies for what I previously thought were 'secrets' in how to implement personal and collective change. Needless to say, the value from this learning has spread much further than just my professional career. There is a direct correlation between the timing of my experience with Sugar NLP and the improved levels of success in the programmes that I have had the pleasure of being involved with ever since."*

*Stephen Manley, Head of Transformation, NHS Foundation Trust.*

# Tailored Solutions

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We provide tailored solutions applying NLP and Coaching to support personal effectiveness. Some examples of the solutions we offer:

## Communication and Influence

- Communicating effectively and with a clear purpose and outcome
- Listening, questioning and discovering underlying meaning
- Language structure and skills for putting your message across

## Personal Impact and Leadership

- Improving personal resilience and effectiveness
- How to inspire and motivate behavioural and attitudinal change
- Advanced training for leaders to present with impact and effectively sequence presentations

## Emotional Intelligence for self and others

- Understanding and responding to the needs of others
- Strategies for managing self in challenging situations
- Recognising how emotional thinking can drive behaviour

## Relationship Based Sales

- Building and maintaining winning relationships
- Discovering wants, needs, underlying motivations and driving values
- Understand the underlying psychology of buying and decision making

## Coaching Programmes

- NLP Coaching skills for managers
- Advanced coaching skills, approaches and supervision
- Executive and performance coaching

## Certified NLP Training

- INLPTA Diploma in Neuro-Linguistic Programming
- INLPTA Business Communications Practitioner of Neuro-Linguistic Programming
- Short courses, workshops or master-classes



# Why Work 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 coaches and 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 tools and techniques that can be practically applied on a day-to-day basis to enhance personal performance and that of the individuals and groups you work with.
- **Our training will help people understand themselves and others better.** People will begin to communicate more effectively and have a greater degree of control over their own and other's resourcefulness to help drive positive change.
- **Training with us opens the door to new ways of doing things.** We can teach and coach people 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 Coaching and NLP with individuals and teams - we use real life examples to bring the learning alive.

## Our Approach

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

**Experience counts.** We actively apply Coaching and NLP with organisations, individuals and groups and bring this experience directly into our training and coaching.

# Our Expertise

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## Neal Anderson

Neal is a psychology specialist and works as a coach, facilitator and trainer for individuals and teams who are in transition and have a positive desire to move forward. He helps people increase their effectiveness and IMPACT.

Neal began his career in aerospace design and discovered his talents and interest were people, process and business based. He has first-hand experience of the challenges and rewards of implementing change, increasing profitability and setting strategic direction through management and senior leadership roles. Neal has a passion for learning and development and his experience as a consultant within the private and public sectors over the past 15 years spans organisational teams, leadership teams and elite competitors - *“I help people develop greater authenticity, emotional resilience and personal leadership.”*

By activating strengths, aligning values, resolving conflicts and motivating behavioural change Neal helps people connect to their best identity. His style is a purposeful, supportive, playful and empowering blend of Positive Psychology, Experiential Learning and Neuro-Linguistic Programming (NLP). His aim is to make a performance difference.

Alongside Sugar NLP, Neal has a thriving coaching and psychotherapy practice based in Kendal and is author of "The NLP Coach Companion" and "Inner Gold: The High Performance Workbook".

## Ben Dowman

Ben is a highly experienced facilitator, psychologist, coach and consultant and has worked within organisational development for over 12 years. His areas of expertise and passion are Behavioural and Cultural Change, Leadership Development and Personal Effectiveness within organisations.

Ben draws upon his range of advanced qualifications including Coaching, Neuro-Linguistic Programming (NLP) and Emotional Intelligence in the delivery of professional development. His work is successful as it deals with peoples' beliefs and values not just their knowledge; if sustainable development is to be achieved people need to consider their mindsets as well as their behaviours and he is passionate about seeing real world results that make a powerful difference to individuals and organisations.

Ben has an enthusiastic facilitation style, which comes from his first hand experience of people development and understanding of how people learn and change. He adopts a 'high challenge-high support' approach with participants and generates an engaging, reflective and achievement orientated learning environment. Learning is experiential, thought provoking and fun, providing people with the 'hands on' opportunity to discover things themselves and with their peers, rather than merely bombarded with facts.

Ben also has significant international experience in training and development, as well as being chosen as National Geographic's Adventure Ambassador in 2010.

# Client List

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Over the years delegates on our courses have come from many different organisations, including:

Accenture	Outward Bound
Action for Children UK	Plas y Brenin
Alderhey NHS Trust	Plum Consulting
Arriva UK	Probation Service
Bradford and Airedale PCT	RAF
Brathay	Raleigh International
British Aerospace	RBS
CADAS	Reuters
Centre Parcs	Royal Navy
Cumbria PCT	Shetland Islands Council
Cumbria Police	Venture Trust
Curious Minds	Vodafone
EON	YMCA
Fairbridge	
Fujitsu	
GlaxoSmithKline	
Impact Training and Development	
Lancaster City Council	
Mission Performance	