



Q. Why do we run a 7 day
NLP Practitioner Certification?

A. Because you don't have
20 days to learn NLP!



The Performance Partnership

If that's not enough, there are at least 8 other reasons why training with The Performance Partnership is your best choice:

You save 13 days of classroom time by doing our NLP Practitioner Certification

That's 13 days you won't have to take away from home, your job, your business or your family. It also means that you could do The NLP Master Practitioner Certification as well in the same number of days it takes to become just a Practitioner with other companies.

You get more!

By attending our accelerated trainings you aren't only certified in NLP, you're certified in NLP, Hypnosis and Time Line Therapy®. An incredibly powerful combination for personal success.

Our certificates are fully approved and recognised

Our NLP certificates are recognised by ANLP International as well as the American Board of NLP. The Hypnosis Trainings are approved by the American Board of Hypnotherapy, one of the world's largest hypnotherapy boards. And the one and only Time Line Therapy Association™ approve our Time Line Therapy® trainings. This means that no matter where you go in the world your certificates will be recognised by the appropriate NLP associations.

Personal attention

You'll get all the personal attention you need to create all the success you want from the training you attend. We have a high coach to delegate ratio of approximately one coach per six students.

Our coaches are there to coach you, facilitate you and support you to get the results you want.

Train with a Master Trainer

The NLP Practitioner Certification and The NLP Master Practitioner Certification are presented by Certified NLP Master Trainer, David Shephard. David was also the first certified Master Trainer of Time Line Therapy® in Europe. He is President of the American Board of NLP and is a much sought after motivational speaker, business trainer, therapist and personal breakthrough coach.

Loyalty Programme

When you book onto one of our courses, coach on one of our trainings or refer a friend, your loyalty card is credited with a generous allowance of points. The card also entitles you to significant privileges in the Chiswick area during your training.

Brand New Training Centre

The Performance Partnership is proud to have designed and opened its own 3,000 square foot training centre in West London. This ongoing project is designed to keep evolving as a state of the art training space and home, over the coming years.

Ongoing support

We recognise that the end of the training is just the start of using NLP in the “real” world, so we offer full support by telephone and email through a personally appointed coach. This ensures you get the results you want, where you want them. The Performance Partnership has been training and certifying some of the best practitioners and master practitioners for the last 15 years. We can assist you in getting the best results for yourself.

Fun!

We believe that learning and personal transformation should be fun and enjoyable. You’ll gain profound insights, learnings and personal change in an environment that’s safe, caring, fast moving, exciting, and varied.

And we’re willing to stand by our claims. If you are not totally satisfied with the training programme you attend we’ll refund your money.

“There are many individuals and organisations that claim to be the finest trainers and training institutes in NLP. David and The Performance Partnership never make that claim yet my experience is that they richly deserve the title.”

Cillian Pearson, Business Consultant
and Certified Trainer of NLP

Your trainer - David Shephard

David Shephard is Chairman and Head of Research & Training for The Performance Partnership. More than 17 years ago David left his career in Electronics and Information Technology to begin his quest to discover how to enable people to create the life of their dreams. His ferocious curiosity led him to study personal development on many levels, from the purely scientific to the truly magical. He has the ability to take some of the most complex ideas and distill them into a simple system that anyone can learn and use.

Now, go further to
discover just how much
you can learn...

The NLP Practitioner Certification with The Performance Partnership

What will I learn?

The Foundations of NLP - the underlying models it's all built on

- Empowering beliefs that will change the way you experience and interact with the world around you
- A simple model of communication that will enable you to always get your message across
- Discover and take control of the links between your mind and body

Well Formed Outcomes - the keys to goal achievement

- How to set goals so that you achieve them
- Ask questions that enable someone else to get totally clear about their objectives

Rapport - the corner-stone to persuasion and influence

- Quickly get on someone's wavelength
- Discover the real secrets to body language
- Match and mirror physiology so that people unconsciously identify with you
- Use your voice to build rapport rapidly on the telephone
- Elegantly disagree with others whilst maintaining rapport

Representational Systems - how we use our 5 senses

- Discover how we see, hear, and feel the world
- Learn to match another person's preferred system to create rapport and deep understanding
- Read another's eye movements to discover how they are thinking

Submodalities - taking charge of your brain!

- Learn how to use your brain's programming language
- Discover how someone internally structures their beliefs and how to change them
- Use submodalities to quickly change unwanted feelings and behaviours
- Use the SWISH pattern to rapidly break unwanted habits

Language Patterns - use language with awareness, elegance and precision

- Learn to use the language patterns, modelled on the master hypnotherapist Milton Erickson M.D., to induce trance effortlessly
- Use language patterns to gain greater acceptance of your message in all areas of life
- Ask questions that get you the information you need with speed and precision
- Challenge and overcome objections elegantly
- Know just the right question to get to the very root of a problem
- Learn powerful conversational techniques to assist someone in changing their mind
- Negotiate with elegance. Gain agreement on opposing points of view in minutes

Anchoring - the power of associative conditioning at your fingertips

- Use resource anchors to strengthen your personal resources and your ability to access them whenever you want
- Collapse anchors to remove the bad feelings from past experiences
- Create powerful chains of resources to get people out of "stuck" states like procrastination or confusion

Strategies - the unconscious processes we use to create all our behaviour

- Discover and utilise someone's decision-making strategy
- Find out how your customer's decide to buy and fine tune your sales process to precisely fit their buying strategy
- Change your less useful strategies for more useful ones and use your effective strategies more often

Parts - the key to personal congruence and focus

- Learn to work with parts to resolve internal conflict and gain congruence and clarity

Time Line Therapy® Practitioner Certification

- Eliciting the time line
- Changing the direction and location of the time line
- Discover the root cause of presenting problems
- Releasing negative emotions like anger, sadness, fear, hurt and guilt quickly and comfortably

- Delete limiting decisions like "I can't make a lot of money", "I can't have the relationship I want", and any other "can'ts" that hold you back
- Learn the secret to creating your future

Hypnotherapist Certification

- Learn the prime directives of the Unconscious Mind
- Use verbal and non-verbal suggestion
- Induce trance using Erickson's favourite inductions
- Discover the history of hypnosis
- Utilise trance states for healing
- Structure post-hypnotic suggestions

How can I learn all this in just 7 days?

Before attending the live seminar you study from a specially produced audio programme and carefully chosen books. All of this material is included in the price of the training!

The pre-study takes about 70 hours, which you can do at your own convenience. During the training you'll learn the latest developments and distinctions, and practice what you've learnt and receive personal coaching from our team of highly trained coaching assistants.

The NLP Master Practitioner Certification with The Performance Partnership

What will I learn?

Quantum Linguistics - the art and science of conversational change

- Using the language of time
- Conversational belief change
- Sleight of Mouth patterns
- Meta-model III - directionalised questioning
- Time release suggestions
- Prime Concerns - linguistic life change

Personal Values and Metaprogrammes - the matrix of personality

- Values elicitation
- Identifying and healing Values conflicts
- Values levels and personal evolution
- Changing Values
- Eliciting Metaprogrammes
- Using Values and Metaprogrammes in sales, recruitment, and management
- Using the 12-minute Metaprogramme and Values Inventory
- Changing the matrix of personality

Advanced Submodalities

- Using neurological drivers to create change
- Creating designer SWISH patterns

Advanced Strategies

- Using the Logical Levels of Therapy process for conversational strategy change
- Eliciting and utilising strategies in business, relationships and therapy
- Strategy installation and change

Modeling

- How to model excellence in others and then install the model in yourself
- How to create a training programme to install models of excellence

NLP and Quantum Physics

- Simple introduction to quantum physics and personal change
- The Holographic Universe and healing
- The physics of personal empowerment

NLP Presentation Skills and Training Design

- Building group rapport
- Secrets of NLP Master Trainers

Personal Breakthrough Coaching

- How to deliver personal breakthrough sessions for therapy and business
- Experience giving and receiving a 5 hour breakthrough session during the training

Time Line Therapy® Master Practitioner Certification

- Taking a detailed personal history
- Releasing negative emotions like anger, sadness, fear and guilt from the past
- Deleting limiting decisions and beliefs
- The Creating The Future Process®
- Using Time Line Therapy® techniques to assist clients in healing the symptoms of cancer, AIDS, bulimia, anorexia, herpes, hypertension, depression, panic attacks and abuse
- A brand new chronic pain paradigm
- New forensic memory recovery process that has been developed for the LA Police department

Master Hypnotist Certification

- Learn the hypnosis techniques of three acknowledged masters; Erickson, Estabrook and Elman
- Use the full continuum of trance inductions; direct-authoritarian, indirect-permissive and client centred
- Induce all the classic hypnotic phenomena
- The hypnotic general healing paradigm
- The Science of Suggestion

How is it possible for me to learn so much in just 14 days?

You will do approximately 50 hours of easy personal study before attending the training. This takes the form of listening to our audio product and reading books. During the training you will be putting what you have learnt into practice and learning new distinctions. You'll also receive personal coaching from our team of highly qualified coaching assistants.

Now turn to the back page to read what some of our delegates have said about our NLP Practitioner and Master Practitioner Certifications....

What our delegates are saying about The NLP Practitioner Certification and The NLP Master Practitioner Certification Trainings...

"Without a doubt the most brilliant training course I've ever attended - an incredible level of understanding, most elegantly delivered."

Tim Price

"It was a life changing experience for me - as significant events in my life go, it compares with an 11 month trip around the world!! It was true self development/transformation."

Julia Howson

"Very Good. Lots of new content after the Practitioner training - Good exercises, lots of humour, surprising Huna part. David was/is excellent! After the Practitioner training this is not just one step ahead. With this Master Practitioner training, I chunked up several levels! I highly recommend this training to every NLP Practitioner who wants to upgrade his/her skills. You will get more than you expect!"

Robin Kortlang - Business Consultant

"The Performance Partnership trainings are undoubtedly an example of excellence: they are a combination of numerous techniques, very clear and abundant demonstrations as well as in-depth, sound theoretical knowledge. David Shephard is a very honest, intelligent and accessible trainer who will inspire and enable you to discover all the unused potential that we have. Five years of demanding university work and two years of post graduate studies haven't taught me what I learned in just one of David's trainings."

Lady Alicia Scott - Clinical Psychologist and Certified Master Practitioner of NLP

"David Shephard is a Masterful Trainer who has more tools in his tool box than any trainer I have met to date."

Mark Hawskwell

"NLP is a vital ingredient in any organisational change programme. The tools provided are first class in enabling significant changes in entrenched patterns of behaviour to take place."

Greg Stevens - Human Resource Director and Certified Practitioner of NLP

So, what if I study NLP with The Performance Partnership - what then?

As you will see from the quotes above, many of our students have gone on to study all the way to Certified Trainer of NLP, which is a true testimony of their commitment to their own personal development and the value that they place on learning NLP, Hypnosis and Time Line Therapy® with us. Many have gone on to change their careers, some have set up their own business or practice. All of them would say that their lives have become richer, more rewarding and more fulfilling as a result of applying what they have learnt. As you consider it now, what would you do with your new skills? Would you accelerate your career growth? Start your own business, therapy or coaching practice? Would you use what you'd learned to improve your health or the relationship with your partner or family? Whatever you're thinking of, right now, will seem easy once you have the skills gained from attending The NLP Practitioner Certification or The Master Practitioner Certification.



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