



nlp

The Performance Partnership's TRAINER'S TRAINING & CERTIFICATION

THE FASTEST & EASIEST WAY TO LEARN NLP



Your Trainer - David Shephard
Certified Master Trainer of NLP
Master Trainer of Time Line Therapy®
Instructor of Hypnotherapy
Teacher of C21st Magic

Why attend The Performance Partnership's Trainer's Training and Evaluation?

Would any of the following be
of value to you:-

- Running your own NLP Training Institute.
- Being able to certify NLP Practitioners and Master Practitioners.
- Increasing your credibility for corporate training by being a Certified Trainer of NLP.
- Increased competitive advantage in your coaching or therapy business by being certified at a high level in NLP.
- Being the best presenter and trainer you can possibly be.
- Launching yourself into the lucrative keynote speaker market.
- Making money whilst transforming and empowering other people.
- Having the most powerful personal development experience there is.

If you ticked just one box you are making a good investment of your time and money. If you ticked more than one, The Performance Partnership's NLP Trainer's Training is most definitely for you!

What does it take to be a most excellent and successful Trainer of NLP?

- Knowing your NLP.
- Demonstrating what you are teaching.
- Being a compelling, inspiring and entertaining trainer whose personality shines through.
- Determination, energy and commitment to your own future and success.

As a Master Practitioner of NLP you already know your NLP. If you're not sure, talk to us about assisting or reviewing one of our Practitioner or Master Practitioner Trainings. Add your determination, energy and commitment to our Trainer's Training and you'll have what it takes.

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TRAINER'S TRAINING
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What's the content of the NLP Trainer's Training?

- Banishing stage fright and nerves forever.
- Deleting any limiting beliefs you might have about being a successful NLP Trainer.
- How to enter and maintain the ideal Trainer State.
- Building rapport with audiences of any size from 5 to 5,000.
- Rapidly gaining compliance and control with any group.
- How to use hypnotic suggestion in training to accelerate learning and install new skills.
- Working with and managing group dynamics.
- How to design training programmes.
- Designing exercises with multiple outcomes and evaluating your students for certification.
- How to do overt and covert demonstrations that inspire and motivate, let alone always work.
- Using the 4-MAT system to perfectly structure all of your presentations quickly and easily.
- Working with energy as a trainer.
- Developing the physiology of charisma and Personal Magnetism.
- Dealing with difficult students and hecklers.
- Motivational and Keynote speaking techniques.
- How to advertise, market and sell NLP Training programmes.
- Winning corporate business.
- How to run a successful open NLP training seminar.

Plus much, much more.....

How is the NLP Trainer's Training structured?

The Trainer's Training itself is 12 days in duration. This is followed by a 4-day evaluation process. During the first 12 days you'll be presenting and getting feedback from Certified NLP Trainers. Every technique you learn you'll immediately get up in front of an audience and practice. The training uses lots of hypnotic and accelerated learning methods so, before you know it, you will be presenting using your new skills without even thinking about it. You'll also learn the secrets of performing demonstrations and selling training programmes.

What happens during the 4-day Evaluation and Certification?

Firstly you complete a closed book written exam on the content of NLP Practitioner and Master Practitioner Training. You have all day to complete it, though most people finish much earlier than they expect. Provided you know your NLP, you'll find it easy.

On two of the remaining three days you'll be presenting. You will do two different 30-minute presentations taken from the content of the traditional NLP Practitioner or Master Practitioner curriculum. You will receive detailed feedback on each of your presentations. The content of each presentation is your choice and you get lots of time to practice during the first 12 days.

The remaining day is Demo Day. During the day you will present a live demonstration of a Practitioner or Master Practitioner NLP pattern. You'll get to choose your own demonstration subject though a Master Trainer of NLP will tell you which particular demonstration to perform. During the first 12 days you will learn how to make every demonstration work perfectly every time.

Finally you get to celebrate your well-earned success with your fellow newly Certified Trainers of NLP!

What are the prerequisites for attending the NLP Trainer's Training?

- To attend the NLP Trainer's Training, Evaluation and Certification you need to be a Certified Master Practitioner of NLP.
- You can attend the 12-day NLP Trainer's Training as a Certified Practitioner of NLP. You could then do the NLP Trainer's Evaluation and Certification once you have become a Master Practitioner of NLP.

Who will be training me during the NLP Trainer's Training?

The lead trainer is David Shephard. David is a Certified Master Trainer of NLP and Time Line Therapy®. He is also a Certified Instructor of Hypnotherapy and a Teacher of *C21st Magic*. David has been teaching NLP for more than a decade and, through his company The Performance Partnership, presents open seminars for more than 120 days a year. He is also an accomplished business trainer and keynote speaker. He is known for making learning easy, fun and exciting. If you want to learn how to become successful as a Trainer of NLP then David is the trainer for you because he's done it and is continuing to do it. He will share with you the distinctions for success he has gained over the years so that you are able to jump-start your own NLP career.

During the 12-day NLP Trainer's Training, David will be joined by a number of specialists who will train and coach you in areas such as physiology, keynote and motivational speaking, marketing and branding as well as other valuable areas.

David will also be joined by a team of Certified Trainers of NLP who will coach you and give you invaluable feedback during the NLP Trainer's Training as well as the 4-day Evaluation and Certification.

What if I attend The NLP Trainer's Training, Evaluation and Certification?

That is up to you. Being certified as a Trainer of NLP is just the beginning of an exciting journey of learning and personal transformation. Many of our students now run their own NLP Training Institutes. If you've researched the field of NLP you would recognise their names. Other students have focused on training NLP within the business consulting and training field.

One thing is for sure, it doesn't matter where you are right now. The only thing that matters is where you want to be. We're not saying that being successful within NLP is easier than being successful in any other area of business.

By the time you have completed your NLP Trainer's Training and Certification you'll know there are no valid reasons for you not being as successful a NLP Trainer as you want to be.

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"A wonderful, wonderful course. Highly challenging, very stimulating and incredibly worthwhile. I am so glad I decided to become a Trainer of NLP with the Performance Partnership"

Paul Bull, Sales Director - Campbell Soup

"Excellent. I thoroughly enjoyed the experience, the feedback was exceptional, coaching assistants/student ratio brilliant. Definitely one of the best and most memorable training experiences I have ever attended - life changing"

Brian Moore, Trainer - Peak Potential Limited

"It's clear from the moment you arrive that David and his team walk their talk and excel at NLP training and coaching. David knows his NLP through and through and is a great trainer. The course covered all aspects of both NLP training and being in the business of training. The support from David and his team is fantastic. The most worthwhile and stretching training I have experienced."

Max Blackwood, NLP Trainer,
Coach & Hypnotherapist

"I have trained with many NLP organisations and up to Trainer level before. The difference with this programme is that you learn how to model excellence as a trainer, not just talk about it. As an experienced trainer my performance was transformed beyond what I thought was possible for me."

Helen Urwin, Consultant - Xanobia Limited

"A very rewarding course and an excellent training to take your platform and NLP skills to a new level. One of the hardest qualifications yet enjoyable course that I have done so you really feel you have achieved something at the end."

Carol Evans, Manager - AstraZeneca

"By the end of this course your knowledge and understanding of NLP and your confidence soars. You've been through everything a training event could throw at you.. and survived! Scary, challenging and exciting, forcing you to push way beyond the limits of everything you've done so far."

Jonathan Fearon

PERFORMANCE PARTNERSHIP

NEURO LINGUISTICS • HYPNOSIS • TIME LINE THERAPY® • C21ST MAGIC

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Take your skills to a whole new level