



nlp

The Performance Partnership's

PRACTITIONER CERTIFICATION

THE FASTEST & EASIEST WAY TO LEARN NLP

PERFORMANCE  
PARTNERSHIP

NEURO LINGUISTICS • HYPNOSIS • TIME LINE THERAPY • C21<sup>st</sup> MAGIC

# Home Study Programme

This product consists of the entire NLP Practitioner curriculum on audio CDs. The CDs contain a mixture of studio and live recording. The theories and concepts are recorded in the studio for increased clarity. Demonstrations, discussions and question and answer sessions are recorded live at our training programmes to create a sense of reality and involvement.

A unique feature of this programme is that the demonstrations are included on DVD. The demonstrations were videoed live at our training programmes and appear unedited so you get to see what really happened. Each of the demonstrations is then explained to assist your learning.

**The programme comes with a complete Training Manual.**

## Who is the trainer on The NLP Practitioner Certification Home Study Programme?



**David Shephard**  
Master Trainer of NLP,  
Time Line Therapy® &  
Instructor of Hypnotherapy  
Teacher of C21<sup>st</sup> Magic

The entire programme is recorded and led by David Shephard, Master Trainer of NLP and Chairman of The Performance Partnership, a highly successful Training Institute. In 1990 when David left his successful career in Electronics, Information Technology & Marketing he began his quest to discover how to enable everyone 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 is renowned for his ability to make the most complex subject easy and fun to learn by anyone. In addition to being a Master Trainer of NLP, David is also a Master Trainer of Time Line Therapy®, an Instructor of Hypnotherapy and Teacher of C21<sup>st</sup> Magic. He has been teaching NLP continuously for more than a decade and is a highly sort after Motivational Speaker, Business Trainer, Performance Coach and Therapist.

## What is covered in the NLP Practitioner Home Study Programme?

**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
- Understand the workings of the Unconscious Mind

**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 onto 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
- Remove phobias quickly and easily

### 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
- Use anchors to change your personal history
- Create powerful chains of resources to get people out of 'stuck' states like procrastination or confusion
- Use The Circle Of Excellence to create a powerful personal resource anchor

### 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
- Learn how to use strategies to improve your personal relationships.

### Parts - the key to personal congruence and focus

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

### Reframing

- Learn the 6 Step Reframing process to heal problems
- Discover powerful linguistic reframing techniques for personal change as well as handling any objection in selling
- Use Perceptual Positions to gain powerful insights into conflict in relationships

### Putting it all together to create real results.

- Using NLP in Sales
- NLP & Management Communication
- Applying NLP to Presentation & Training
- Using NLP techniques in Performance Coaching
- Therapeutic Change with NLP
- Transforming your Relationship with NLP

### Demonstrations on DVD

- Eliciting eye patterns
- Using submodalities to change a food that someone likes too much to a food they intensely dislike
- Using the SWISH pattern to change a problem behaviour
- Using anchoring to get rid of un-resourceful feelings
- Using eye patterns to elicit someone's decision-making strategy
- Using parts integration to heal internal conflict and increase congruence

### Plus a full Training Manual

**Price: £375.00 incl. VAT**