



nlp

The Performance Partnership's

# MASTER PRACTITIONER CERTIFICATION

THE FASTEST & EASIEST WAY TO LEARN NLP

**PERFORMANCE  
PARTNERSHIP**

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

# The Personality Matrix

## Why People Do What They Do

This product consists of the NLP Master Practitioner Personality Matrix curriculum on audio CDs. These CDs were professionally recorded during an NLP Master Practitioner Certification. They have been digitally edited and mastered to ensure the maximum audibility and sound quality.

A unique feature of this programme is that a demonstration DVD is included. The demonstration was videoed at our training programme and appears unedited so you get to see what really happened. The demonstration is then explained to assist your learning. The programme comes with a complete Training Manual.



**David Shephard**

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

### Who is the trainer on The Personality Matrix Programme?

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.

### Why The Personality Matrix?

- Have you ever wondered what makes someone tick?
- Have you ever wondered how to communicate with people better, how to influence them, how to motivate them?

- Have you ever wondered why some people do one thing and someone else doesn't? If the answer to any or all of these questions is "yes" then The Personality Matrix is for you.

### What will you learn from The Personality Matrix?

The NLP Communication Model, Neurological Levels and how they relate to Beliefs, Values and Metaprogrammes

- How we structure our reality
- How we create and structure our personality

### Values – the key to motivation

- What are Values and how are they structured
- Where our Values come from
- Morris Massey's developmental periods and Values
- How our environment has an impact on our Values
- Clare Graves' Values Levels
- Using Values Levels in business
- How to transcend Values Levels
- Values in different areas of life
- How to elicit a Values Hierarchies
- The Standard Elicitation
- Elicitation from a Motivation Strategy
- Discovering Threshold Values
- What defines a well formed Values hierarchy
- Discovering someone's Complex Equivalence Of Values
- Discovering someone's Evidence Criteria For Values
- How to utilise someone's Values
- Using Values in relationships
- Using Values in selling
- Using Values in coaching
- Changing the order and sequence of a Values Hierarchy
- Adding a new Value to a Values Hierarchy

### Values Conflicts

- Working with Values Conflicts
- Towards and Away From motivation
- Problems with Away From motivation
- Where do Away From Values come from
- Eliciting Towards-Away Conflicts
- Healing Towards-Away Conflicts

- Towards-Towards Conflicts
- Away-Away Conflicts
- Healing Toward-Toward Conflicts
- Visual Squash Parts Integration

#### Metaprogrammes

- What are Metaprogrammes
- The NLP Model and the Basic Metaprogrammes
- Relating the Basic Metaprogrammes with the 4-MAT System

#### The Basic Metaprogrammes

- External Behaviour
- Internal Process
- Internal State
- Adaptive Response

#### The Complex Metaprogrammes

- What They Are And Where They Come From
- Direction Filter
- Reason Filter
- Frame Of Reference Filter
- Convincer Representation Filter
- Convincer Demonstration Filter
- Management Direction Filter
- Action Filter
- Affiliation Filter
- Work Preference Filter
- Primary Interest Filter
- Chunk Size Filter
- Relationship Filter
- Emotional Stress Response Filter
- Time Orientation Filter
- Time Storage Filter
- Time Access Filter
- Modal Operator Sequence Filter
- Attention Direction Filter
- Thinking Style Filter
- Speaking Style Filter
- Listening Style Filter

#### Using Metaprogrammes

- How to elicit and utilise someone's Metaprogrammes
- Metaprogramme Linguistic Markers
- Using Metaprogrammes in relationships
- Using Metaprogrammes in coaching
- Using Metaprogrammes in recruitment
- Using Metaprogrammes in management

- Using Metaprogrammes in sales
- Using Metaprogrammes in team building
- Using Metaprogrammes in advertising
- Using Metaprogrammes in training
- Interesting Metaprogrammes combinations
- How to change Metaprogrammes

#### How is The Personality Matrix Programme structured?

This programme features David Shephard, Certified Master Trainer of NLP. The CDs were recorded before a live studio audience at one of David's NLP Master Practitioner Certification Programmes. After each new technique David introduces he gives you an exercise to integrate your new knowledge. To make the advanced material even easier to learn there are live demonstrations on several techniques on the included DVD.

#### Who is The Personality Matrix designed for?

The techniques described on this programme are advanced and David assumes you have knowledge and experience to the level of an NLP Practitioner. The techniques covered are very powerful communication, influence and change tools that can be used in many environments, including:-

- Coaching
- Training
- Presenting
- Selling
- Managing
- Advertising
- Relationships
- Therapy

#### What if I do The Personality Matrix Programme?

This programme is not just about personality and how we structure our reality; it's about learning a totally new way to communicate and influence. Expect to have a deeper understanding as to why you and others do what they do. Your ability to influence and communicate with others will increase to levels you thought previously impossible. No matter what you do in life, at some point or another your ability to create what you want will be dependent upon your ability to influence others. Get the edge, get The Personality Matrix!

**Price: £295.00 incl. VAT (plus P&P)**

Music written, composed and performed by Fridrik Karlsson. [www.thefeelgoodcollection.com](http://www.thefeelgoodcollection.com)  
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