

# Practitioner of NLP



## SCR Associates

16 Day Course



# INLPTA

INTERNATIONAL NLP TRAINERS ASSOCIATION

This training is conducted in accordance with the quality standards set by the International NLP Trainer's Association.

**4**LifeforLiving®

## Why?

Do the clever Professionals choose SCR Associates for their Neuro Linguistic Programming training, for their Ultimate Personal Development?

Well...

- If you want to find out more about the change technology of NLP...
- If you are keen to model performance excellence in yourself and others...
- If you are ready to apply this learning to your life...
- If you have ever wondered what it would be like to be in charge of your life...
- If you are willing to learn and develop a toolkit of skills that you can use with yourself and others to facilitate change...

If you answered yes to any of the above this is the course for you.

On this INLPTA NLP Practitioner Training Course you will learn about:

The development of NLP as a psychology of performance excellence  
 The core assumptions of NLP  
 Advanced rapport skills including difficult clients and groups  
 Strategy elicitation, utilisation, design and installation  
 State management through Anchoring  
 Language patterns inherent in NLP  
 Resolution of negative emotions and limiting beliefs

This NLP Practitioner training programme is the culmination of over 15 years delivering Business, Personal and NLP Training. It has been especially designed to provide Practitioners with a complete and invaluable toolkit.

Effective communication is fundamental to the success of organisations, yet is often the one area that is identified as being at the heart of problems. By applying the unique communication skills from the art and science of Neuro Linguistic Programming a solid foundation of mutual trust and understanding of difference and diversity can be developed to show the way for more efficient forms of communication, quickly and avoiding typical misunderstandings.

We know the secret that sets winners, top performers and high achievers apart from others is excellent communication skills. So join these examples of excellence.

Before embarking on qualifying as an NLP Practitioner many people wonder what it will mean to them and, or, to their organisation. And it's a good thing to wonder this. Because when that happens they begin to focus their attention on what they would want out of this, what's in it for them?

So allow me to share some of the benefits that others have enjoyed and experienced as a consequence of qualifying as an NLP Practitioner:

### **Leaders & Entrepreneurs:**

- ✓ Build powerful business relationships.
- ✓ Set and achieve empowering outcomes.
- ✓ Develop high performing teams and motivate individuals.
- ✓ Manage Change through effective leadership and communication.
- ✓ Deliver more time and cost effective meetings.
- ✓ Reduce conflict and time wasting.
- ✓ Consistently increase the bottom line.

### **Managers:**

- ✓ Reduce labour turnover.
- ✓ Improve business results with people.
- ✓ Maintain your objectivity and deliver a personable, professional service.
- ✓ Gain deep trust of colleagues and understand them.
- ✓ Be a body language expert.

### **Trainers and Teachers:**

- ✓ Making your sessions come alive.
- ✓ Get your message over with metaphors.
- ✓ Have even greater confidence and presence when presenting.
- ✓ Stop the 'graveyard shift' with Milton.

- ✓ Create powerful states with anchoring.

### **Sales and Marketing:**

- ✓ Build long term relationships and trust.
- ✓ Developing the very best questioning techniques.
- ✓ Increase your conversion rate.
- ✓ Know the difference of No...
- ✓ Win more business.

### **Personal Development:**

- ✓ Unlock and unleash your full potential.
- ✓ Let go of self-limiting beliefs.
- ✓ Know what matters most to you.
- ✓ Develop more meaningful relationships.
- ✓ Understanding who you are.
- ✓ The ultimate Continued Personal Development.

And for...

## What is NLP?

Neuro Linguistic Programming has been described as a management phenomenon and it's easy to see why. It is how to use the language of the mind to consistently achieve our specific and desired outcomes. It is the study of subjective experience of modelling excellence. It is the only content free study of the human mind to affect change. So it's even easier to see how its diversity and transferability from therapy to sales is so appealing. The literal definition of NLP, Neuro Linguistic Programming is:

### **Neuro**

Of the mind, our senses  
How we perceive what goes on around us  
Visual, Auditory, Kinaesthetic, Olfactory, Gustatory

### **Linguistic**

The words, the communication, the gestures  
How we interpret what we perceive  
Pictures, Sounds, Feelings, Smells, Taste

### **Programming**

The sequences, the steps, the strategies  
How we get our results  
The methodology of our motivation and behaviours

All graduates of our NLP Practitioner training programmes are able to competently and confidently demonstrate and use these techniques, ethically and ecologically. We focus on both the *art and science* of NLP. Our training is of the utmost quality and ecology. When you have qualified as a graduate of SCR Associates NLP Practitioner training programme you:

- ✓ Use advance communication skills to influence with integrity
- ✓ Have new thinking skills for improved sales & negotiations
- ✓ Master creative patterns for better planning & organising
- ✓ Continue your personal development & growth
- ✓ Achieve rapid progression & change
- ✓ Resolve any limiting beliefs that are holding you back
- ✓ Build solid, fruitful relationships
- ✓ Motivate yourself & others with ease
- ✓ Handle & overcome objections with confidence
- ✓ Use questions eloquently & elegantly
- ✓ Enhance your competitive edge
- ✓ Understand the 'how' of the most powerful computer in the world – YOUR BRAIN
- ✓ Answer some truly meaningful questions to help you to more fully know your mission

## NLP Training Programme

You receive the individual attention required for you to become a competent and confident NLP Practitioner. We will give you all the direction, feedback and coaching you need, desire and want to make sure you achieve your outcomes.

There is plenty of discussion and experiential learning; for you to maximise your knowledge and skills of this fascinating subject, where doing is the best learning. Our pragmatic approach helps you to apply your learnings easily in daily situations.

### So how will all this be achieved?

We know this training will probably be the most *powerful training* that you've ever been on. For many it has truly been life changing. For many it is the ultimate personal and professional development. We also know that it's not always easy to learn Neuro Linguistic Programming, its art, its science, its processes and its techniques. And we know the dedication that you've demonstrated to you by committing to and being on this training.

That is why we design, prepare and deliver this training with you in mind. So you can be confident. Be assured of the utmost support, advice and guidance from us from the moment when you book. This extends to before, during and after the training. We're here for you and will help you to be the best you can be, integrating your personal excellence into all walks of your life, so you can really see, hear and feel the difference that makes the difference.

### What else is different about SCR Associates?

# YOU

Are the difference that makes us different.

Oh Yes!

## SELECT GROUPS ONLY

### What to expect?

We leave the training of 100's & 1,000's to those that don't want to give you their individual attention. We believe that you deserve the best individual attention, so we provide this and coach you to become a confident and competent INLPTA Practitioner of Neuro Linguistic Programming.

### Where is the Training Course?

Set in the fabulous Worcestershire countryside, the M5 and M50 provide easy access from Birmingham, the Midlands, Herefordshire and Wales; London and other major cities offer the alternative choice of a being a rail journey away.

We choose the venues to aid your learning and to enhance the experience. Each venue is carefully chosen as an absolutely ideal environment for your learning to take place.

### No hidden costs with SCR Associates

- 300 page quality manual, full of relevant material only
- Certification fees – included
- Coffee and tea break refreshments
- Free parking
- We even provide you with a FREE Executive Holdall to carry your manual!

Expect this training to have the potential to positively affect every area of your life.

We thank you in advance for choosing SCR Associates to guide you on your journey.

You will be assisted in the integration of your learning and guided on your journey to become an NLP Practitioner.

## The Course Content

The full INLPTA NLP Practitioner training curriculum is covered on this comprehensive, 16 day Practitioner training course.

- The Presuppositions of NLP
- The Legs of NLP
- The Present to Desired State Model
- Well Formedness Conditions for Outcomes
- State Management
- Rapport
- Pacing and Leading
- Calibration
- Sensory acuity
- 7+/-2
- Uptime/Downtime
- Representational system Primary
- Lead
- Reference
- Predicates
- Eye Patterns
- Synesthesia
- Overlapping
- 4-tuple, 6-tuple
- Inventory
- Association and Dissociation
- V-K Dissociation, Double Dissociation
- Meta-Model
- Deep and Shallow Metaphors
- Basic Inductions Pacing and Leading
- Overlapping
- Anchoring Basic Anchoring
- Stacking anchors
- Collapsing anchors
- Chaining anchors
- Future Pacing
- Change Personal History
- Circle of Excellence
- Self Editing
- Strategies TOTES
- Well Formedness Conditions for Strategies
- Eliciting, Calibrating, and Utilizing
- Submodalities Analogue and Digital Submodalities
- Critical and Driver Submodalities
- Phobia Cure
- Swish Pattern
- Designer Swish
- Standard Belief Change (mapping across Submodalities)
- NLP Frames Outcome frame
- Backtrack frame
- Relevancy frame
- As If frame
- Open frame
- Discovery frame
- Contrast frame
- Ecology frame
- Agreement frame
- Secondary Gain
- Triple Descriptions
- Reframing Content/Context reframes
- 6 Step reframe
- Negotiating Between Parts
- Creating a New Part
- Simultaneous and Sequential Incongruity
- Visual Squash
- New Behavior Generator
- Chunking and Sequencing
- Basic Timeline work
- In time - Through time
- Basic Modeling
- Strategies
- Pattern Interrupts
- Step Change Therapy™

## SCR Associates



Sharon Rooke who founded SCR Associates in 2003, has attained the highest standard of training. She has been awarded and is a certified Trainer of the Art & Science of Neuro Linguistic Programming by International Neuro Linguistic Programming Trainers Association (INLPTA). Sharon is the first female in Worcester to receive this qualification. SCR Associates is proud to be the only company in Worcester to offer this prestigious training.

This NLP Business Practitioner training programme is the culmination of over 15 years delivering Business, Personal and NLP Training. It is especially crafted to provide participants that are looking to improve their communication skills and abilities with a **complete and invaluable toolkit**. A qualified trainer for over 15 years, Sharon delivers trainings in a pragmatic style and really works with the audience to achieve results. She knows how much this training means to people.

She is also an NLP Psychotherapist and NHS approved Clinical Hypnotherapist and Advanced Behavioural Modeller. And works with individual clients to help them be the best they can be using her expertise in NLP and Hypnotherapy. Previous business experience includes successful careers in Pharmaceuticals, Fashion and FMCG in Strategic and Operational positions.

Our aim is always to help people to be the best they can be. Your learning and integration are important to us. We respect people learn differently and utilise the best strategy for you to achieve what you desire from the programme, because that's important to you.

SCR Associates has a highly effective team of hand picked associates. All trainings & coaching sessions adhere to our professional bodies' code of ethics and conduct.

*"If you approach each new person you meet in a spirit of adventure, you will find yourself endlessly fascinated by the new channels of thought and experience and personality that you encounter." - Eleanor Roosevelt*

## Booking

Next step:	Book online	<a href="http://www.SCRassociates.com">www.SCRassociates.com</a>
	Phone us on	01905 352 882
	Email your interest	<a href="mailto:info@ScrAssociates.com">info@ScrAssociates.com</a>
	Post your booking to	2 Trefoil Close Worcester WR5 3QR

## Some Enthusiastic Reviews...

Great training which made me think about everything in a different (more positive way), far more intense and enjoyable than I expected. – *Phil Newton*

*"Hi Sharon,  
Well it's only been a couple of weeks, hasn't it? First and foremost, I really enjoyed the course, and I am determined to keep it at the forefront of my mind and continue to build on it. I have noticed many positive changes, some subtle and others less so. The strangest of which is how people I don't know have been coming over to talk to me." – Steve Ellis, Npower*

*"It's been full throttle back into work for me and some subtle, albeit important, changes have proven really successful with my coaching, line management and confidence.*

*In my personal life, my word, there's been a really noticeable change! Classic example was last Friday night at friends' party where I lost track of the number of people dragging me off for "little chats". That's maybe not such a big change to what I'm used to however I handled them all VERY differently." – Angus Jenkins, EuroStar UK*

*The training was a journey of exploration and realisation. I now know that I can be who I really am and by being myself I am happier and can therefore make others happier. My family have noticed that I smile more and more positive." – Angie Witcombe*

*This has more than exceeded my expectations and has given me choices that I can use to develop both professionally & personally. It has given me the confidence to do the things I want to do. And also help others. With NLP skills I am in control of my own destiny.– Don Ellsmore*

*I found this course both profound and transformational. I went home a different person! I am more calm and resourceful than ever before, and have found a whole new range of options for myself and which I can offer to others.*

*The programme's intensity was a challenge, but also a real benefit. Also the style and skill of delivery, related so well to the subject matter, that the learning just happened, without any feeling of separation between process and subject. – Angie Bradley-Davies*

*Wonderful course, brilliant facilitator! This course has given me more than I thought possible. Firstly, it has made me whole again. Secondly, it has provided me with the skills and techniques which are already making my communication even better. Attending this course is one of the best things I have done in my life. – Dr Soady*

*"Transformational learning in an amazingly supportive and caring way. Sharon is a perfect trainer, coach and expert." – Dan Smith*

*A practical and powerful training schedule that was well paced. It was immediately clear to me how I can use my learning in my daily life – Melanie Chaplain-Spence*

I wonder what you will be saying...

## Our Services

SCR Associates provides quality:

- ✓ Business Consultancy
- ✓ Executive Coaching
- ✓ Management Development
- ✓ Personal Development
- ✓ Hypnotherapy
- ✓ Clinical Hypnotherapy
- ✓ Personal Alignment
- ✓ NLP Coaching
- ✓ Introducing NLP training
- ✓ INLPTA Diploma in NLP
- ✓ Accelerated NLP Practitioner training
- ✓ INLPTA NLP Practitioner training
- ✓ INLPTA Master Practitioner of NLP training

*"I have found that my NLP training with SCR Associates has had and will continue to have far reaching effects, which some people might describe as life changing. It opens the door to a whole new way of thinking and behaving with the most positive benefits. The training is delivered with genuine care using a variety of training techniques in small groups which maximises the learning opportunity for everyone. It can be mentally challenging and it is tremendous fun.*

*You can't fail to achieve what you want." – Steve Ellis, Npower*

*"As trainers, as I would expect – excellent. I'd rate your skills highly. [I have] loads more new thinks to have a go at, thought provoking event to help me work on what I want to develop. Loved the work on linguistics even with the labels!" – Marion Dakin, Trainer*

*"Since having executive coaching with SCR Associates Ltd my personal and professional impact has stepped up a gear. I am more confident in my approach to clients and Chief Exes. The learnings have transferred to all areas. I now have a much more positive impact, thank you Sharon." – Karan Harry, NLIAT*

For more information, or to answer your questions about the excellent products and services offered by SCR Associates contact Sharon Rooke @

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Helping people to be the best they can be™