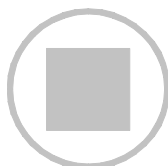




The Course in Practitioner of Neuro-Linguistic Programming

-The Study of Personal Excellence-

Fiona Knobel
Knobel Executive Coaching



The Course in Practitioner of NLP

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The Course in Practitioner of NLP

What is NLP?

"Neuro-Linguistic Programming (NLP) is a meta-discipline which focuses on the discovery and coding of patterns which distinguish the most capable of the practitioners of some particular discipline (managerial practice, medical practice, sports, therapy ...) from the average practitioner. These distinguishing patterns are the substance of NLP"

Dr John Grinder (co-originator of NLP)

NLP is a behavioural science focusing on the structure of human behaviour and modelling the patterns of behavioural excellence which enable us to better achieve our outcomes. NLP helps us to understand:

- how and why people behave the way they do
- how people take in information
- how they deal with information
- how they use the information that they have

It is both a communication process and a set of tools that enable us to influence, communicate and respond so effectively that we can empower every aspect of your lives. Developed by John Grinder and Richard Bandler in the 1970's, NLP was based on modelling the patterns elicited from Virginia Satir, a family therapist; Milton H. Erickson, a medical hypnotist; Fritz Perls, the father of Gestalt Therapy; and Alfred Korzybski, the originator of General Semantics. Bandler and Grinder were very strongly influenced by Gregory Bateson with his work in cybernetics and systems theory.

Constantly evolving from its original applications, NLP is now found in all aspects of human endeavour:

- Business
- Education
- Leadership and Management
- Performance Arts and Sports
- Consulting and Counselling
- Professional Coaching
- Health Sciences
- Professions of all kinds

As the study of human excellence, NLP has now become an acknowledged leader in the areas of behavioural science, education, psychology and performance development.

How Will This Course Enhance Your Business & Personal Life?

NLP has many applications for performance excellence:

- | | |
|--------------------------------|---------------------|
| 👉 Business | 👉 People Management |
| 👉 Leadership | 👉 Teaching |
| 👉 Coaching | 👉 Counselling |
| 👉 Presenting | 👉 Training |
| 👉 Facilitating | 👉 Education |
| 👉 Sports | 👉 Arts |
| 👉 Family | 👉 Parenting |
| 👉 Community Work | 👉 Spiritual |
| 👉 Personal Health & Well being | |

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Why Become an NLP Practitioner?

Do you ever find yourself in a difficult situation with another person, maybe a team member, colleague or client? Or a friend or a family member?

Have you ever had difficulty in your chosen hobby with say, your tennis serve, your golf swing, reaching that note, getting in your "zone", reversing the car?

Do you have behaviours that produce results that you just don't want anymore?

Maybe, you have experienced that "Oh, oh!" feeling that tells you that this is not going to end how you want it to?

We are always doing behaviours, communicating and influencing - it's just that many of us don't realise that we 'can' change how we do these patterns and that we 'can' get the results we want.

Becoming an NLP Practitioner is about learning about choices; learning how to set ourselves up to have choice in any moment, in our behaviours, emotions and thought patterns. It is acquiring the tools to make the changes we want and to get the results we want. It is learning how to assist others to make the changes and get the results that they want.

Course Content

- Presuppositions of NLP
- Building Rapport
- Representational Systems
- Sensory Activity
- Anchors
- Logical Levels
- Perceptual Positions
- Meta Model
- Milton Model
- Well Formed Outcomes
- Introduction to Modelling
- NLP Change Patterns
- Reframing
- Use of Metaphors
- Timelines

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What Are The Benefits?

Personal

- ☞ Personal alignment of mind, body, emotions and spirit
- ☞ Choose your emotions instead of being run by them
- ☞ Experience all emotions as useful
- ☞ Increase your self-esteem and self-image
- ☞ Self-motivation and enthusiasm
- ☞ Overcome the blocks and resistance within your unconscious
- ☞ Learn to transform fear into action
- ☞ Gain clarity of outcomes
- ☞ Lose limiting beliefs and learn empowering ones
- ☞ Choose to release bad habits and replace them with useful habits
- ☞ Align your conscious and unconscious minds to access all your resources and gain maximum personal power
- ☞ Choose to stay 'present' without distraction from others or from within

In Business

- ☞ Develop advanced people skills; including understanding human behaviour and establishing deep rapport with anyone you choose
- ☞ Gain a more comprehensive and sophisticated level of questioning skills using different language models
- ☞ Increase productivity by focusing on the right things
- ☞ Maximise your business potential and gain a competitive edge
- ☞ Gain clarity of outcome for self, the organisation and the client in order to increase productivity and enhance relationships
- ☞ Respond to challenging situations with a positive attitude for a successful outcome
- ☞ Use memory as a powerful resource and be able to create a compelling future
- ☞ Learn the language of influence and how to positively influence others
- ☞ Understand how the human brain creates our experiences
- ☞ Learn how to effectively use time in preparation
- ☞ Learn how our senses take in and process information
- ☞ Learn the 'process' of communication so that you can 'read' what is really being communicated to you and ensure you are communicating clearly with others
- ☞ Understand how we link ideas, memories and feelings by using triggers and learn tools to empower ourselves and to be resourceful
- ☞ Learn how to manage ourself and others
- ☞ Understand the difference between goals and outcomes
- ☞ Learn and model strategies of leadership excellence

The Course in Practitioner of NLP

Training Format

An 18 day program, this training is taught in 5 modules; 4 x 4 days plus 1 x 2 days.

- Training Times: 8.30am-6.00pm
- The program has a total of 150+ contact hours

Dates of Next Program

Module 1	1 – 4 March 2007
Module 2	29 March – 1 April 2007
Module 3	26 – 29 April 2007
Module 4	24 – 27 May 2007
Module 5	9 – 10 June 2007

\$4395(includes GST).

Early Registration, if paid in full by 1 Feb 2007, \$3995.

All major credit cards accepted.

Integration and Certification

The last two days of the program will provide the opportunity for you to integrate all of your learning as an NLP Practitioner in a series of partner exercises and coaching scenarios. This is also a requirement for those participants wanting certification.

Certified NLP Practitioners will be required to demonstrate the basic competencies of NLP throughout the entire program. In addition, there is a conceptual written integration component. People will have the following 3 months to submit this.

Your certificate is awarded by Knobel Executive Coaching and is endorsed by both the NLP Trainers' Registration Body (where John Grinder is the founding patron) and by The International Association of NLP.

NLP Community

There is an NLP Study Group for students who have completed the NLP Practitioner training. Students and Trainers from other NLP training schools are welcome to participate as part of a wider NLP community, sharing together in Perth and WA.

About your NLP Trainer

Fiona Knobel has over twenty years experience developing people and organisations to be the best they can be. As Director of her own coaching practice based in Perth Western Australia, Fiona has coached senior executive managers of large international organisations, directors in small business as well as individual people in their unique personal development.



As an internationally certified Neuro Linguistic Programming (NLP) Trainer and Consultant (University of California), a fellow trainer with IANLP and a certified trainer with NLP Trainers' Registration Body, Fiona integrates NLP in her coaching, training and presenting style to facilitate excellence for each person.

Other qualifications include Master in Business (Human Resource Management), a certified Fellow with AHRI, AICD Diploma and accreditation in various personality type tools including Human Synergistics LSI, Myers Briggs Type Indicator, Disc, and Clare Graves Values Systems.

Fiona has held senior management positions in organisations around Australia (including KPMG, HBF and Queensland Rail). As an adjunct lecturer with the Graduate School of Management, she teaches Organisational Behaviour.

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What Other People Say About NLP Trainings

".. The NLP Practitioners program is fantastic. Its benefits are only limited by your imagination. I have used the techniques Fiona has taught during the program to benefit me personally as well as professionally. They have assisted me to improve my business bottom line as well as the ease in which I have achieved them. Fiona's style is inclusive and fun. I would recommend her program to anyone who wishes to have a difference in their life"

Aileen Armstrong
Achieving Synergy

"I have experienced Fiona as both a facilitator of NLP training and someone who brings a great deal of insight into the power of NLP within the coaching framework. I leave a session with Fiona feeling excited and inspired by new insights and possibilities for myself. I would recommend her as both a trainer of NLP and as a coach. She demonstrates the kind of connection with, and belief in, her clients that is so fundamental to the coaching relationship."

Grace Minton
Innovation Partners Australia

"As an NLP trainer, Fiona Knobel has an amazing ability to draw out the potential of each participant. She does this in such a way that everyone has fun while moving towards their own highest goals. Her relaxed and easy style is a pleasure to experience."

Ani Lewis
NLP Trainer

"I found Fiona's NLP Practitioners course well prepared, thorough and professionally delivered. It is easy to see why Fiona has an internationally recognized reputation amongst NLP Trainers. I thoroughly recommend Fiona's courses to anyone who wishes to enter the world of NLP seriously equipped with all the essential skills, knowledge and strategies."

Karen Watson
The Tuition Centre

"Coming from the fierce pace of trading and financial markets, Fiona Knobel has taken me to a place I have always wanted to be. A place that allows me to enjoy every moment and every experience of every day. Fiona has coached me to new levels of understanding and has trained me in using NLP and Coaching with my staff and others. These management and personal skills have increased business profitability and staff productivity."

Craig O'Brien
Head of Foreign Exchange and
Commodities
W.A Banking and Financial Market
Industry.

Fiona's training style is lively, respectful, engaging, knowledgeable, and very professional. She handles both individuals and the group as a whole, with such warmth that affirms and supports everybody's learning."

Peter Wrycza
NLP Trainer
Nirarta Centre for Living Awareness
Indonesia