

Why do NLP in Business with Open Mind?

People with heightened communication skills think outside the box. They are accessible to new ideas, able to lead people and experience less stress. In essence, they perform and your business benefits.

By helping you achieve professional excellence and improved performance you instantly create a competitive advantage for your business.

It is not about making you or your people work harder, it is about making them work smarter and this is what we do at Open Mind. We train Neuro Linguistic Programming NLP - a tool for creating fundamental changes in thinking that dramatically improve performance.

"NLP offers the potential for making changes without the usual agony that accompanies these phenomena. Thus it affords the opportunity to gain flexibility, creativity and greater freedom-of-action than most know." Training & Development Today Magazine

At Open Mind we have spent the last 12 years developing the NLP techniques so you can easily use each of them in your business. With our unique 20 CD and 2 DVD pre-study pack, you will start learning immediately from the time you sign up to do the 7 day course, that means you can get to apply NLP straight away to what you do way before you enter the training room.

You will also be able to interact with the trainer, because we limit the numbers of delegates on our Business Certification trainings you are able to get the most from the trainer, because you are not in a room with 500 other people where you cannot ask questions, you learn all the NLP techniques at a much deeper level and you are able to get real insights into how to use each NLP technique in a your own business.

Plus we only use seasoned professional NLP business trainers. Each member of our team has come from a business background. We don't talk therapy but we do talk business and how to coach people in a business setting.



What is NLP?

NLP - or Neuro Linguistic Programming – is studying how people excel and teaching that skill to you or your team. It's an art because everyone has a unique personality that can't be summed up in words and it's a science because there is a method and process that excellent people use to achieve outstanding results. In practical terms, it's about creating, maintaining and improving success in yourself and others.

Richard Bandler and John Grinder, who co-founded NLP in 1975, began by duplicating the 'magical results' of a few top communicators. These people were consistently getting results faster and with less effort than any other communicators on the planet. Since then, many others have contributed to the development of the subject and techniques for accelerating communication, motivation and team development have grown.

What is covered on the unique NLP in Business 7 Day Certification Programme – with CD and DVD support so you start your learning immediately

The background and history of NLP in Business:

- Understand the history of NLP, its foundations and pedigree
- Learn the set of NLP communication assumptions that will transform your results forever
- Learn how to improve your overall business communication skills and your organisational culture by understanding the fundamentals of how our brains really work
- Discover and then integrate the fundamental beliefs behind how great communicators achieve results
- Enhance results in yourself and others by understand how your thoughts affect yours and others body language

Setting goals - the secret to long lasting achievement in business:

- How to set achievable goals so they happen
- The secret to achieving ongoing success personally and with your team
- Powerful coaching questions devised to focus goals
- Discover how the most successful people use goals to achieve incredible results

What else is covered on the unique NLP in Business 7 Day Certification Programme?

The secret to building long lasting business relationships:

- The science of rapport and how to effortlessly build and maintain business and personal relationships
- Learn how to get on with anyone however challenging their behaviour
- Get into someone's way of thinking so you can communicate with them better
- How to instantly build rapport on the telephone
- How to disagree with someone and still maintain a positive relationship
- Learn the secret to getting what you want in a negotiation just by controlling rapport
- Lead people using rapport alone

The inner workings of the brain; get results by tapping into your senses:

- Learn how you and others code your senses so you can influence them effortlessly
- Discover how to read a persons thoughts just by looking at their eyes
- Present magically to a group of people or one to one by understanding how our senses affect our decisions

Use the building blocks of the brain to achieve results quickly:

- Learn how to effortlessly restructure your thoughts, in minutes, to remove unwanted fears, dis-empowering beliefs and old habits that have plagued you for years
- Remove unwanted behaviours like hating paperwork or cold calling in an instant by recoding how you structure problems
- Change the perception of others in minutes so certain individuals no longer affect yours or others performance

Using language with purpose to increase effective communication:

- Understand the structure of yours and others thinking by how we represent it in language
- Become proficient with 'language patterns' and structured communication so you can influence people with ease
- Learn how language is made up and how to solve complex issues simply by asking the right question at the right time
- Deal with objections elegantly and simply by using language to your advantage
- Use language patterns to persuade people to do what you need them to do
- Get agreement in negotiations
- Arrive at a sale easily
- Learn how to use metaphors to communicate your message unconsciously
- Use language elegantly in developing marketing messages



Use emotional states to control and influence yours and others results:

- Gain access to emotional states at will so you can be in the right state at the right time when you want – a must for any presentation or sales pitches
- Learn how to covertly control the state of others in meetings and negotiations
- Get rid of limiting feelings in you and others – a must for coaching
- Get rid of procrastination for good so you and your team stay motivated
- Influence people covertly so the right decisions become easy for others to make

Learn the strategy behind how we create results:

- Learn how people decide to buy and use that strategy to sell to them
- Discover how people become reassured after a sale or decision
- Learn why you must stop speaking in a 'close' during a sale
- Find out how our decisions are influenced by our 'Convincer Strategy'
- In group sales learn what you need to do in order to persuade a whole decision making unit to buy into your idea, product or service
- Use all this information to design marketing campaigns

Solve objections by using language alone:

- Solve complex problems easily by using specific language patterns
- Understand how to deal with the most challenging objections by creatively using language

Remove conflicts in yourself and your organisation:

- Get rid of inner conflicts by understanding how they came about
- Use a simple technique to solve internal conflicts
- Removing unwanted issues; conflicts in people and organisations
- By using language alone, change how someone perceives a problem

Aligning yourself to become the leader you truly are

- Create a personal Core purpose, vision, mission, set of values and goals that will constantly empower you in ongoing projects
- Learn the science of Leadership in a totally new and fundamentally unique way

- Apply leadership techniques in every part of your work

Become certified in the latest Coaching techniques – Time Line Coaching™

- Learn how to easily and effortlessly assist your clients to get rid of negative emotions that have caused them untold issues; all in minutes
- Assist a client to get rid of limiting decisions such as 'I cannot make enough money' or 'I am scared of failing' in minutes and with no pain
- Set up the future so your clients can be certain of being successful using a special 12 step process that ensures results
- Learn a coaching formula that gets clients results easily and effortlessly

Integrate all the NLP skills back into your workplace

- Practice how you can use all your NLP techniques in meetings, presentations, sales and negotiations
- Get quality feedback so you never make the same mistake twice
- Remove any limiting decisions you may have through ongoing coaching
- Collapse any ongoing unwanted feelings
- and much, much more

How is the course run?

As soon as you book your place on to the Open Mind 7 day NLP Business Certification programme you can start your learning immediately. You will receive a comprehensive manual which contains over 20 CDs and 2 DVDs which have been recorded live from a special NLP Business Certification programme. While listening to the CDs you will learn all the Practitioner techniques and how to apply them to your business plus all your business queries about how you use each technique are answered. Watching the DVDs, which cover every demonstration during the programme, you will find will further integrate the information demonstrating visually how each technique is used in a business situation.

Having listened and watched the pre-study material you will be fully set to complete the 7-day programme. The dates have been specially designed for you in business so you only have to take three days off work in the first week followed by another two working days, two weeks later.

We certify our students through the ABNLP – the largest and most recognised certifying board in the world. Certification through the ABNLP also allows you to become certified through the British ANLP. You also can be certified in Time Line Coaching™. That is two certifications in the same programme.

How can I use NLP in my business?

The Open Mind 7 day NLP Business Certification Programme – with CD and DVD support will show you how to:

- Build lasting relationships so your customers and team will want to work with you
- Build charisma so your team will follow you
- Integrate the strategies of 21st century leadership
- Master the secrets of top communicators
- Show you advance business communication tools & techniques
- Building blocks to selling, negotiating, managing and getting results
- Accelerate coaching removing anything hindering personal and business success

Learning NLP allows you to change, adopt or eliminate behaviours as you desire, with the ability to choose your mental, emotional and physical state - putting you in total control of every aspect of your business life and career.



NLP will teach you how to utilise and improve your strengths, creating the lifestyle you desire. It is a pragmatic technology that allows you to programme your mind. In practice, it's simple and not a lot different from programming a computer.

You also learn how to coach people because we will train you in Time Line Coaching™. Developed in 1985 by Tad James; he applied a unique process to the concept of an internal memory storage system. The result was a collection of powerful coaching techniques which produce long-lasting improvements very quickly.

How will studying NLP and Time Line Coaching™ techniques benefit me in my business?

We have found time and time again that business people who study with us find that their personal happiness and professional success becomes more consistent and predictable.

Just suppose your effectiveness in working with others dramatically increases, along with the ability to motivate yourself. You will be able to generate emotional states within yourself and others at will, eliminate negative emotions, identify and change limiting beliefs, inspire yourself and others and plan for ongoing achievement.

Regardless of whether you're already succeeding in your profession, having some difficulties, or in a transitional phase, NLP and Time Line Coaching™ techniques can help you. Managers and entrepreneurs use the information to develop interpersonal skills and foster stronger relationships.

During the seven days you will learn powerful negotiation and problem solving techniques which are devised in order for you to learn how to create solution-oriented approaches to complex problems.

If you are a salesperson and at some level we all are, you will learn how to build deep levels of rapport, at the same time eliciting and fulfilling what is truly of value for your clients. Then develop effective methods for handling buyer's remorse or future objections in order that the relationship remains long-term and mutually satisfying. Professional trainers and business educators will learn new methods for inspiring and engaging students, as well as techniques for dealing with challenging learning environments.

What if I am not totally satisfied with the CDs or the course?

We, like you, are business people and we recognise that not all products and programmes suit everyone. If you are not totally satisfied with the CDs we will offer you a full refund – no questions asked. If after a few days into the training course you find the programme does not suit your needs we again will refund your fee, less administration costs.

Who will be my trainer?

Richard Flook is a professional communication trainer, HR specialist, executive coach and counsellor.



He has many years experience working with directors and employees of blue chip organisations and small to medium sized enterprises (SME's). With an active interest in accelerated learning and its use in business, Richard assists managers and executives in achieving significant results in sales, problem solving and management strategy. He has used this expertise in people development, motivation and personalities to produce long term change in many well known organisations such as Sony Ericsson, JP Morgan Chase Bank and Samsung. With knowledge and understanding of the real world of business, commerce and the public sector, Richard has a broad spectrum of training abilities for NLP, Time Line Coaching™ and Leadership. He has spent

the last 12 years studying human behaviour and communication, focusing research into producing dynamic, accelerated training programmes that consistently get results for his clients.

Course Dates

March 24 – 30, Bristol
June 23-29, Bristol
September 29 – October 5, Bristol

Investment: £1247

To Book your place contact Richard Flook or Jackie Franklin
0845 140 0075

Email: enquiries@openmind-hr.com

*Note regarding Time Line Coaching™ and Time Line Therapy™. The word 'coaching' in Time Line Coaching™ is used in preference to the word 'therapy' as in Time Line Therapy™. This is because of the negative connotations the word 'therapy' has in the business community. The technique taught and the material used in our seminars is the same and all training is recognised and regulated through the Time Line Therapy® Association.

