



The UK College of Personal Development Presents  
The Ultimate NLP Training Program

# Neuro Linguistic Programming Practitioner Training

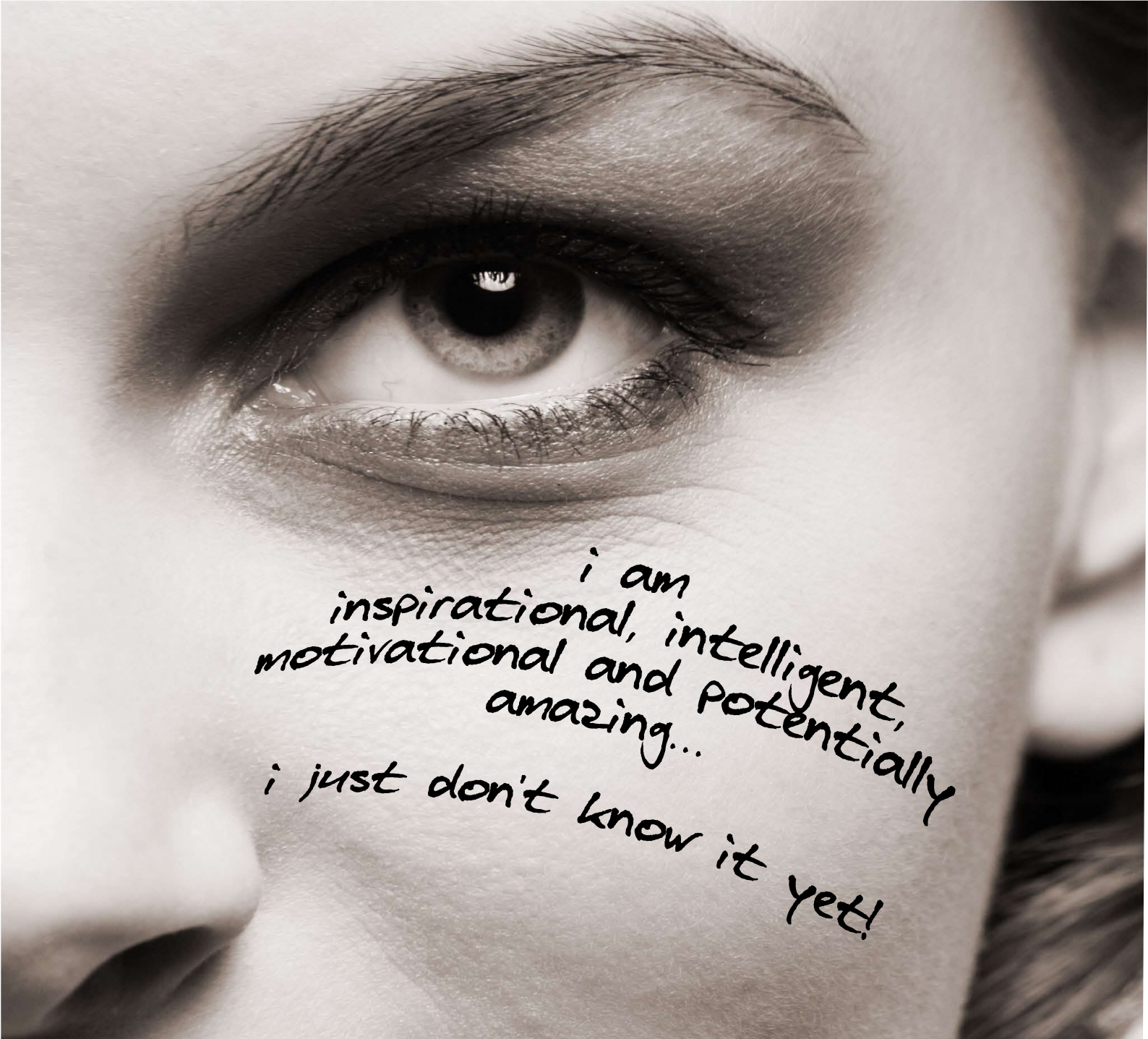
*Including The Following Certification Options*

Business & Life Coaching Diploma



*Certification is recognised by the following professional organisations.*





i am  
inspirational, intelligent,  
motivational and potentially  
amazing...  
i just don't know it yet!

# unlocking your potential



UK College of Personal Development  
*An Independent College*

[www.ukcpd.net](http://www.ukcpd.net)  
[info@ukcpd.net](mailto:info@ukcpd.net)  
0844 414 2507



## Hello...

...many thanks for taking the time to look at the NLP training program that we offer. I passionately believe that the quality of training we offer is the best and that our trainers are some of the most talented and experienced available.

We have produced this brochure to help you decide if this training is for you. It contains some brief information about **NLP** and **Coaching**. We also include a FAQ section, some information about UK Collage of Personal Development and short profiles on our core trainers.

The UK College of Personal Development is an organisational member of the Association for Coaching (AC), an Accredited Training Provider with the Association for NLP (ANLP) an ILM (Institute of Leadership & Management) Accredited Centre and a member of the General Hypnotherapy Standards Council.

If you would like to know more about this training program please feel free to contact us at any time.

We are totally committed to the highest quality of training for our students as I know from experience how powerful this training can be, it transformed my life and I know that this training program will make a really positive difference to you and your life.

Before we confirm your admission on the program all prospective students **MUST** take part in a screening Interview to ensure our program and your outcomes are a good fit.

I look forward to meeting you in person in the very near future.

Kind regards

Tony Nutley  
**Course Director**



### **UK College of Personal Development.**

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# What is Neuro-Linguistic Programming (NLP)?

Neuro-Linguistic Programming is a powerful body of information about how the human mind works built up since the 1970's and continuing to evolve through new research. You are likely to find many different descriptions of NLP.

At the heart of NLP is a wide range of methods and models it offers for understanding how people think, behave and change. It offers a flexible approach which brings about positive, fast change in individuals and organisations and empowers them to adapt to an ever-shifting world. NLP training provides the skills to define and achieve your outcomes or goals and a heightened awareness of your five senses, allowing you to remain flexible, on track and maintain rapport with those around you.

*“NLP is an attitude which is an insatiable curiosity about human beings with a methodology that leaves behind it a trail of techniques.”*

Richard Bandler (co-founder of NLP)

## **NLP is about communication.**

One of the principles of NLP is that we are always communicating and a very large proportion of our communication is non-verbal. So what are we communicating? Is what we intend to convey the same as what the listener understands? If not, how do we recognise the cues and adjust? Research, sponsored by BT, tells us that 6 out of 10 people in the UK want to be better at communicating. NLP provides practical tools for achieving highly skilled communication

## **NLP is about language.**

Language affects how we think and respond. The very process of converting experience into language requires that we condense, distort, and summarise how we perceive the world. NLP provides questions and patterns to make our communication more clearly understood. NLP teaches us to understand how language affects us through implicit and embedded assumptions.

The English language is full of traps and pitfalls for the unwary communicator... for example; if you are told NOT to think of a kangaroo ...you will immediately think of a kangaroo, which is the opposite result from that intended!

Listen for the use of implied assumptions when you use the word 'but'. For example, 'I like the way that you did that piece of work, but... .' The listener tends to forget everything that went before the 'but'; waiting for problems to emerge.

Since advertisers, the media and politicians use language to convey their messages, learning about language through NLP can increase awareness and “consumer protection” for your mind.

## **NLP is about modelling excellence**

NLP processes/strategies have developed as a result of discovering how experts or excellent leaders do what they do so well; it is then possible to teach these skills to others. Modelling skills, based on detailed observations and careful questions around beliefs and values, are the key to competence in NLP. Learning the specific components of how others do something well will provide you with new options and accelerate your learning.

The NLP Spelling Strategy (developed by Robert Dilts) was modelled from naturally good spellers and is easily taught to children and adults. NLP allows you to devise strategies for dealing with challenges. For example, if you find it difficult to get up in the morning, ask someone who does not find it difficult how they motivate themselves to do it. Other applications abound in education, business (e.g. competency modelling),

health, sports and personal development.

### **NLP is about mastering your mind**

NLP describes, in very precise terms, the images, sounds, and feelings that make up our inner and outer world. How do we know what we know? How do we do what we do? For example, how do you know that a pleasant memory is pleasant? How do you know when to feel scared or happy? How do you know that you like or dislike something? How do you learn a subject easily, or not?

NLP provides us with the equivalent of a user's manual for our brain - NLP techniques demonstrate how we 'code' our experience. When we understand the specific ways that our brains make distinctions, then it is easier to make changes, to learn and to communicate effectively.

### **NLP is the study of internal experience**

NLP is a tool to calibrate and understand how an individual makes sense of the world. NLP studies individuals' experiences: how our thoughts, actions and feelings work together to produce our experience. It does NOT assume that we all do this the same way. It does NOT produce formulae for body language or even eye movements without understanding the individual.

In NLP we know that each person has a unique style of learning, perceiving and responding to the world. NLP is inherently respectful of differences.

Our 20 day training program covers a broad spectrum of NLP techniques and schools of thought. The program is delivered by trainers that work as professional NLP practitioners, (coaching, organisational development, therapy). This gives the program real gravitas, theories and ideas will be fleshed out with real examples of how NLP works in the real world.

Our NLP Practitioner program is accredited by the ANLP; the leading professional body for NLP trained professionals. **Students that successfully complete the training program will receive one year's membership of this professional organisation; this includes all fees and benefits of professional membership.**

*“NLP is an accelerated learning strategy for the detection and utilisation of patterns in the world.”*

John Grinder (co-founder of NLP)



## **What Is Coaching?**

Recently we have seen the popularity of coaching as a vehicle for change and development really take off; the reasons for this are many. The number of TV shows that promote this approach for personal and professional development and personal success clearly add to the public understanding of what happens when you engage a Personal / Life Coach.

Coaching is a professional partnership between a qualified coach and an individual that supports the achievement of extraordinary results, based on goals set by the individual. Through the process of coaching, individuals focus on the skills and actions needed to successfully produce their personally relevant results.

Through the coaching process the clarity that is needed to support the most effective actions is achieved by the client. Coaching accelerates the client's progress by providing greater focus and awareness of possibilities leading to more effective choices. Coaching concentrates on where individuals are now and what they are willing to do to get where they want to be in the future.

Of course a coach must remember that results are a matter of the individual's intentions, choices and actions, supported by the coach's efforts and application of coaching skills, approaches and methods.

### **What are the benefits of coaching?**

Individuals who engage in a coaching relationship can expect to experience fresh perspectives on personal challenges and opportunities, enhanced thinking and decision making skills, enhanced interpersonal effectiveness, and increased confidence in carrying out their chosen work and life roles. Consistent with a commitment to enhancing their personal effectiveness, they can also expect to see appreciable results in the areas of productivity, personal satisfaction with life and work, and the achievement of personally relevant goals.

### **How can you determine if coaching is right for you?**

To determine if you could benefit from coaching, start by summarising what you would expect to accomplish in coaching. When someone has a fairly clear idea of the desired outcome, a coaching partnership can be a useful tool for developing a strategy for how to achieve that outcome with greater ease.

Since coaching is a partnership, also ask yourself if you find it valuable to collaborate, to have another viewpoint and to be asked to consider new perspectives. Also, ask yourself if you are ready to devote the time and the energy to making real changes in your work or life. If the answer to these questions is yes, then coaching may be a beneficial way for you to grow and develop.

### **Why train to be a coach?**

Coaching is growing in popularity worldwide - simply because it works. What could be better than earning a great living helping others succeed? Professional coaches enjoy the financial rewards and personal fulfilment of owning their own businesses while making the world a better place. You're in the right place at the right time to realise your dream.

### **What will the UKCPD Coaching training program give me?**

Good question, there are many training programs to choose from. We believe that our program is unique as you will receive 20 days face to face training from people that work as coaches both in the corporate world as well as to members of the general public. Our core NLP training program will equip you with the best tools and techniques available.

### **NLP and Coaching**

NLP presuppositions, skills, and models serve the coach in many ways. Several of the presuppositions of NLP are particularly useful in establishing the coaching frame. In reading this article, I'm sure you have noticed many of them. Everyone has the resources he or she needs. The worth of an individual is constant, while the behaviour can change. The map is not the territory. We respond to our maps, not to any "objective" reality. It is better to have choices than not to have choices.

By living these presuppositions, experienced NLP practitioners naturally embody the attitudes of great coaches... Both assume that the client is capable. Both have experience exploring underlying mental frameworks that either support or inhibit growth. They are less likely to get distracted by "the story," the surface structure. They assist clients in finding the deep structure of their experience, where profound change takes place.

NLP skills assist the coach in every session. The NLP coach listens for familiar language patterns that indicate a client's self-imposed limits, and he/she knows how to generate powerful questions in response to those patterns. The NLP trained coach can introduce the idea of multiple perspectives through skilful questioning. "What might your future self suggest?" "Is this the critic? What does the dreamer have to say?"

An understanding of NLP models enriches the abilities of a coach, often beginning a coaching session with outcome specification questions. Eliciting a well-formed outcome helps clients define their vague dreams and set up evidence procedures. In many cases, just specifying an outcome generates movement toward it.

These questions often facilitate breakthroughs. Exploring underlying beliefs is an important aspect of coaching. Beliefs change naturally and organically as people align with their goals and values. NLP models that generate powerful questions include: timelines, reframing, perceptual positions, the Meta-model and Logical Levels.

NLP practitioners often develop an unconscious sensitivity to the use of language that informs their intuition. Frequently, the most powerful questions in a coaching session come spontaneously from the coach's intuition.

Our training program is recognised by the Association for Coaching and the ILM. Successful completion of the program leads to membership of the AC and the ILM.

The benefits of membership of a coaching association are multiple; it is a signal to your clients of your professionalism and commitment to ongoing development. The setting up of a practice is covered in depth during the training program.

## FAQ's

### **Why book my NLP / Coaching training with the UK College of Personal Development?**

Some NLP training programs leave you with lots of theory and no practice, other courses give you lots of exercises without ever explaining why things work the way they do.

Our 20 day training program is results focused using a blend of experiential learning techniques with restricted numbers of delegates and are specifically designed for maximum understanding and skills integration. On our training program you will learn not only the theory but also get plenty of practice at using new skills. And the trainers are all working professionals in the field of NLP and Coaching.

Our training program is fully certified and recognised by the appropriate professional organisations. The entire training program is supported by individual "Learning Logs" and both practical and written "home work". This training program delivers on all levels ensuring complete success and satisfaction.

### **Can I use these skills to start a new career?**

Definitely! As a Certified NLP Practitioner / NLP Coach you can use your skills to help others find new ways to become successful in their personal and professional lives. You can work with individuals, groups or even corporations to help increase their personal and professional skills as well as customer care. The program includes a very helpful section on setting up your practice with guidance and advice on insurance, professional memberships, marketing and CPD.

### **At the end of the training program will the certifications issued be recognised?**

Yes, successfully completing our training program entitles you to membership of the Association for NLP (ANLP), the Association for Coaching and the Institute of Leadership & Management (ILM)

### Who will benefit from this training?

Almost anyone who wants to enhance their personal or professional life or help others to do so. By learning these advanced communication and goal achievement skills we believe that the opportunities are endless.

### How much does it cost?

Please see the booking form or ask a member of the team. Payment can be made in instalments. (ask for details)

### Are there any discounts available?

Yes, if you have been involved in any NLP / Coaching etc training in the past you can benefit from a £150.00 discount. We also have an "Early Bird" discount. (Ask for details.)

### How do I book my place and when does the training start?

The booking form is inserted in this brochure with the next start date. To register your interest simply visit our website and register your details. Or send an e-mail to [info@ukcpd.net](mailto:info@ukcpd.net) or simply call 0844 414 2507 and ask our helpful staff directly. Please Note: all prospective students must take part in a pre screening interview before their place can be confirmed. This is a requirement of the professional body accrediting the training program.

### How do I become certified in NLP and Coaching?

NLP is a behavioural discipline, in a sense all students are being assessed for certification from day one. Firstly you will need to attend the Seminars, if you do miss one of the weekends then we will do our level best to help you catch up. We believe that attendance for the entire program is the best way of ensuring success. We use six specific means of assessing students.

<b>Ongoing Observation:</b>	Walk the talk, personal growth and congruence.
<b>Integration Paper:</b>	Students will need to achieve a pass mark of 75.
<b>Practitioner Assessment:</b>	Real time assessment, members of the public with real issues are presented for you to assist.
<b>Project Work:</b>	Each student will be invited to complete a modelling project.
<b>Learning Log:</b>	Structured learning evidence.
<b>Essay:</b>	Students will be invited to complete an essay.

NLP Practitioner certification will be awarded to those who **fully participate** in the program and successfully complete assessment criteria.

### Diploma In Coaching Business & Life Certification Assessment Criteria

Diploma In Business & Live Coaching Certification is available to students that complete the NLP program, receive Practitioner Certification and fulfil the following additional certification criteria.

- Complete a Coaching Journal
- Demonstrate Core Coaching capabilities.
- Documented examples of at least two client coaching relationships that consisted of a minimum of 3 coaching sessions that resulted in personal progress towards a stated outcome for your client.
- Agree to be bound by the Code of Ethics of the Association for Coaching



# ILM Certification Assessment Criteria

The ILM have placed this program of studies at Level 5, (Post Graduate) the requirements for this are obviously set within the academic framework, (QCF).

The criteria will be outlined to each student that registers an interest in the program. If you have specific questions about this please contact Tony Nutley at the UK College of Personal Development.

**Please Note:** There is an additional fee for ILM Registration / Certification.

## Student Resources / Support

On day one while they register formally on the program each student receives their learning resources, these include:

- A Comprehensive Training Manual
- A Learning Log
- Coaching Log Templates
- A copy of the Association for Coaching book: Excellence in Coaching: The industry Guide – Edited by Jonathan Passmore

### College Library:

All our students have access to our library; we encourage students to read as much as they feel they can. The library has a vast selection of books on NLP and its various applications, books on Coaching, Leadership Development and Personal Development. There is also a good selection of DVD's and CD's on various topics.

### Peer Review / Supervision

Each month the college holds an evening Peer Review, these monthly sessions are a mix of practice group, peer supervision and are a great opportunity to get together with colleagues. We have a selection of guest speakers spread over the year delivering thought provoking and informative lectures on topics that relate to NLP, Coaching, Personal Development and other related subjects.

### Online Student Forum

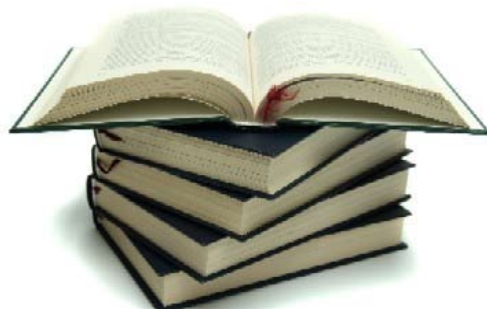
All students are invited to join the online forum, a great place to discuss ideas, ask questions and keep up to date with your fellow students and exchange thoughts with the college membership (qualified Coaches and NLP Practitioners)

### Student Handbook

A copy of the student handbook is kept in the college library; any student wishing to have a personal copy need simply ask the college office.

### The Counselling / Coaching Service

Any student enrolled on our full time programs can ask to speak to one of our qualified staff. If you have any concerns or just wish to have a chat about how your studies are going you can speak to any of our qualified support team. If you have specific requirements, an appointment can be made for a more formal meeting.



## How does the program run?

The program runs over 10 weekends, each seminar focuses on a particular area of learning and builds on the previous. The following is an overview of the entire training program.

<b>Seminar 1</b>	NLP An Overview & History, Presuppositions, Rapport, Sensory Acuity, Calibration, Eye Accessing Cues, Outcomes 1.
<b>Seminar 2</b>	Representational Systems, Predicates, Anchors, Submodalities, Outcomes 2.
<b>Seminar 3</b>	Modelling, (Modelling Project Set Up)
<b>Seminar 4</b>	The Meta Model.
<b>Seminar 5</b>	Milton Model, Metaphor & The Unconscious Mind.
<b>Seminar 6</b>	Change Processes
<b>Seminar 7</b>	NLP & Coaching (Coaching Diploma Core Seminar)
<b>Seminar 8</b>	Exploring Beliefs and their Impact, 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Generation NLP, advanced Change Processes
<b>Seminar 9</b>	Integration Part One, NLP/Coaching/ In Practice. General Guidance On Setting Up A Practice, Insurance & Professional Memberships, CPD.
<b>Seminar 10</b>	Integration Part Two, Life Long Learning, Practitioner Certification.

*“Powerful and transformational – By the end of the course I had a full toolbox of skills and techniques and the certain belief that I can use them effectively.*

*The confidence in NLP as a tool for change demonstrated by Tony and Chris was infectious. I am certain that I have experienced personal change and growth as a result of taking the course and I know that I will be able to share the benefit with all those I come into contact with.”*

**Melanie Richens**

**Director:** *Thring Townsend Lee & Pembertons Solicitors*



## What will I *actually* learn?

The following are some of the learning areas in NLP which are key skills, tools and beneficial behaviours in Coaching practice:

### NLP for personal use:

- Set well formed outcomes
- Respond to personal ecology checks
- Recognise and respond to personal incongruity
- Establish resourceful anchors
- Maintain a resourceful state
- Alter your state by
  - shifting your focus of attention
  - shifting beliefs and presuppositions
  - firing anchors
  - moving between associated and dissociated positions
- Gather information from different perspectives

### NLP when working with others:

- Establish and maintain rapport by responding to
  - predicates
  - voice
  - body movements
  - thinking styles
  - metaphors
- Gather information by responding to
  - shifts in physiology
  - eye accessing cues
  - patterns of incongruity
  - meta-model patterns
- Assist resourcefulness in others by
  - enabling them to access appropriate states
  - using appropriate anchors
  - offering sensory specific feedback
- Enable the explorer to discover information by using
  - Meta-model questions
  - Milton-model language
  - Metaphor and stories
  - temporal and spatial predicates
  - and establishing ecological outcomes
- Select appropriate interventions to assist the explorer achieve his or her desired situation
- Calibrate and test evidence
- Assist an explorer through his or her exploration, ecologically and congruently
- Demonstrate ecological practice at all times

### Coaching for Success:

- Various coaching models
- Coaching for success and client outcomes
- The power of coaching questions
- Contracting
- Theories of Human Development
- Psychology of Change
- Using NLP in a Coaching Context

## **Who or what is The UK College of Personal Development?**

The UK College of Personal Development is an independent college based in Swindon, Wiltshire. The college's focus is on the development of the individual, developing and unlocking human potential. The UK College of Personal Development continues to develop relationships with other training organisations, higher education colleges, universities and professional bodies. (University of Bath, the ILM, the ANLP, the GHR and the Association for Coaching).

We are currently negotiating with additional professional bodies on additional win-win relationships.

Our website is still being developed; our goal is to have a "virtual campus" with members of the college and students benefiting from specific resources and opportunities to learn. Online training programs are being developed as are Distance Learning programs.

### **Our Philosophy**

Training with UKCPD is an experience that will not only give you career choice; it is likely to change 'you', and your perception of yourself and others, for the better. Our goal is to thoroughly enrich your map. We believe that working towards a greater understanding of the human condition is one of the most rewarding journeys of discovery that one can make, whether this is for personal development or for professional career development.

We know that students come on our courses for many different reasons and backgrounds. Some to start a new career, some to enhance their present career, and some who simply want to find out more about how they and others 'tick'. Whatever your reason, our programs of study can be adapted for your own personal goals and ambitions.

Initially the assessment needs of our accredited training programs may seem daunting and complicated. However, the unique way we structure and deliver your training will accelerate your learning and understanding of your chosen subject. We will support you all the way.

You can be confident that the training you will receive is amongst the finest available. Working with our professional accrediting bodies we continually strive to maintain highest standards in all aspects of our training programs, and we are sure this will become apparent if you choose to study with us.

Our aim is that all our students enjoy their studies with us as much as we do teaching our courses. We believe this attitude enables our students to have the most rewarding learning experience of all, and more importantly, encourages confidence in knowing that when you start in practice you will be trained to the highest standards available today.

### **What happens after the training program ends?**

At the end of the program successful students will receive their Certifications, Diplomas and Professional Memberships. Additionally, all successful students are invited to become members of the UK College of Personal Development, and receive various benefits of being a member of the college.

### **Peer Review / Practice Group / Supervision.**

UKCPD is fully committed to your development. The UKCPD sponsored Practice Group includes a Peer Review, Supervision for Coaches and Hypnotherapist's. The evening is open to all levels of experience and we encourage a sharing of information and professional experience. The sessions are both practical and thought provoking. We occasionally have guest speakers deliver short training programs on a wide variety of topics.

Being a member of the UK College of Personal Development tells others that you are serious about your personal growth. UKCPD is a growing organisation and being a member means that you can contribute to the future of the college in a very real way. The College Board encourages feedback from all its students and members.

## Membership Benefits

The college continues to grow and to add additional benefits to its members. Current key benefits include:

- Access to the College Library
- Higher Qualifications (via University APL and additional studies)
- Client Referral System (via MBS Coaching)
- College Member Logo
- Certificate of Membership

Please visit our website or contact us for [full details](#) of the above, (as of February 2009 the members area of our website is being re-launched).

### Who sits on the College Board, and what do they do?

Currently, the college board are those that were instrumental in creating UKCPD. They support the various roles such as, quality control in training, curriculum content and development, student interviews, scholarship selection, professional relationships (ANLP, AC, IASH etc), UKCPD promotion, accounts etc.

The current board members are:

- Tony Nutley: Director of Training
- Chris Rasey: Director of Research & Development
- Dhugal Denison: Head of Technical Development
- Raziya Sacranie: Head of Holistic Training & Development

Further members will be appointed in due course.

## What Past Students Are Saying.

*“Attending the NLP Practitioner course has already changed me and my life, and I know I can make lots more changes using everything I have learned. This is the most useful and fantastic training I have ever done - just an amazing experience in the way that the learning is so experiential and so immediately beneficial. The programme surpassed my highest expectations.”*

**Arlene Carson**  
**Training & Development Manager**  
**Thring Townsend Lee & Pembertons Solicitors**

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*“I have worked with a number of training organisations and experienced probably 50+ UK trainers and I found the quality of the training provided by you, Chris and the rest of your team to be exemplary. I now find that I use some aspect of NLP in all my coaching sessions and one training manager at a business customer of mine said she thought it was those coaches who combined NLP within their coaching that were having the greatest impact on staff, of which I was one of the coaches she was referring to. More and more I am being asked by other coaches to share my NLP experience, I’m being seen as a ‘coach’s coach’ and NLP is the thing that has had the biggest impact here.*

**Mark Watkins**  
**Executive Coach**  
**[www.naturalassets.org.uk](http://www.naturalassets.org.uk)**

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*“On the first day when Tony told us this course would change us I was not entirely sure if I believed him. All I can say if you’re thinking of coming on this course is hold on and buckle up because you’re in for the ride of your life! The course has been outstanding; Chris and Tony have been inspirational. This program by far and away has been the best thing I have ever done in my life. Also, the positive changes I have seen in the other delegates have been just amazing. Make the best decision of your life and train with UKCPD.”*

**Lenny Deverill-West  
Trainer  
Centrica**

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*The NLP programme was fantastic! It is professionally delivered with integrity, fun and the rigour you would expect from two exceptional trainers - a wonderful combination.*

**Sue Stockdale  
Founder Mission Possible  
[www.missionpossible.co.uk](http://www.missionpossible.co.uk)**

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*Challenging, exciting, inspiring & thought provoking!*

**Sarah Colman  
The Business Evolution Business  
[www.bus-evolution.com](http://www.bus-evolution.com)**

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*A course that will change the landscape forever!*

**Ron Piper  
Deputy Head Teacher  
The Ridgeway School**

*(If you would like to contact past students or corporate customers for a reference places contacts us directly for details.)*



## UKCPD Core Training Staff

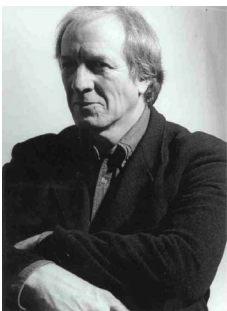


**Tony Nutley** MANLP MAC GQHP  
Accredited NLP Trainer  
Director of Training UKCPD

Tony is passionate about personal development, and truly believes that everybody has the resources to lead an enhanced life if they are given the opportunity, tools and information to make personal life changes, set outcomes and are congruent with themselves and those around them.

He is a member of the Association for Neuro-Linguistic Programming, a founding member of the International Association of Coaches, a member of the Association For Coaching and a member of the Success Factor Modelling™ Generative Venture Community™. He is a registered therapist with the General Hypnotherapy Register. He is also a Certified and an ANLP Accredited NLP Trainer and has published two books.

Outside of his work Tony is an enthusiastic cook, he has a keen taste for Italian food and Spanish wine.



**Christopher Rasey:** NLP Trainer  
Director of Research UKCPD

Chris is an NLP trainer and experienced people developer. He has spent twenty years in consultancy and training prior to integrating NLP into his life and work. As well as NLP, Chris has delivered individual skills, leadership and team events both nationally and internationally.

Since becoming an NLP Practitioner, Chris has integrated NLP in his work with clients in the Professional Services, IT, Manufacturing, and Public Sectors, and has worked throughout the UK, Western and Eastern Europe.

His background as trainer and coach dates back to 1976 when he completed a Training Officers course. Before setting up his own training organisation in 1990, Chris had worked as trainer, manager and consultant in four organisations; United Glass, House of Fraser, Wimpy, Thorn-Emi Datasolve, where he ran various leadership and personal skill courses. Chris has also used TA and Assertiveness techniques and is qualified in MBTI and OPQ.

Outside of work Chris has spent many years as a rugby coach. Chris loves to dance and is also a keen singer.

*“You cannot solve problems with the same level of thinking that created them.”*

Albert Einstein

## Additional Guest Trainers



**Sarah Smith** BA (Hons) MANLP  
NLP Trainer & Life Coach

Sarah is a highly experienced learning and development professional with a passion for creativity in learning design. Sarah has worked in a variety of sectors including retail, finance, media, higher education, private consultancy, public and voluntary sector. Her experience includes organisational development, management and leadership development, change programmes, advocacy and executive coaching.

Prior to setting up her own consultancy Sarah was Deputy Head of the Professional Development Group at Cranfield University for four years, where she held responsibility for management and leadership development. Sarah continues to work with Cranfield University as Programme Director for their internal Management and Leadership Programmes, designing and delivering short courses and other learning interventions, and teaching sessions on NLP and Spiral Dynamics® on the MDA. Sarah is a Master Practitioner and Trainer of NLP, an accredited practitioner of Gravesian/Spiral Dynamics (National Values Centre, USA) and Myers Briggs Type Indicator (OPP).

More information can be found at: [www.possibilityperspectives.com](http://www.possibilityperspectives.com)



**Pilar Godino** Master Certified Coach. (ICF)  
NLP Trainer & Performance Coach

Pilar holds the International Coaching Federation Accreditation as a Master Certified Coach, the highest recognition in coaching; she has over 16 years experience facilitating change and development for individuals. An inspirational speaker, trainer and coach, Pilar is certified in Coaching and entrepreneurship, later specialising in Leadership and Coaching, a certified trainer of NLP, NLP Master Practitioner & Neuro Semantics Practitioner. She is currently an honorary member of the board for the Czech Coaching Association,

Some of Pilar's key attributes are her unshakable belief in people's potential, Compassion, Determination, Great sense of Humour, Passion for improvement, Integrity, Dynamism, Curiosity, and Congruence.

More information can be found at: [www.intuicioncoaching.com](http://www.intuicioncoaching.com)

***“To have more, you must first become more.”***

Jim Rohn

## What Next?

We passionately believe that we give our students a fantastic learning and developmental experience, we offer real qualifications that open doors of opportunity and give you confidence to pursue your personal outcomes in both personal and professional arenas.

We know that enrolling on this program is a big commitment; we also know that the rewards are many and the journey is life changing. You may have questions to ask from reading this material, if so, that's great, we are happy to answer any number of questions about our program.

Contact us at any time to discuss your questions, ask the how's, where's, what's and a few why's. Either via e-mail or telephone, we will be happy to speak with you about your personal situation and ensure that this is the course for you. If you are in the Swindon area and you would like to have meet us in person, we have Open Evenings at various times during the year, or simply give us a call and make an appointment to drop in to see us in the office.

You may wish to attend one of our Peer Review evenings, pick one with a guest speaker, this will give you an opportunity to meet current and past students and ask them directly what their experience of our training has been and meet the trainers and support team. The full list of events can be found on our website or just give us a call.

Areas that past students had questions included:

- Course Structure
- Payment Plan
- Qualification Requirements
- Accommodation
- Scholarship Application

A requirement of the professional bodies is that all students must have a screening interview before their place can be confirmed on the course. This is to ensure that this is the right training for their personal and professional outcomes.

Finally, we would like to thank you for taking an interest in the UK College of Personal Development and our flagship program, we look forward to answering any questions that you may have and we look forward to meeting you in person in the near future.



*“The task of the leader is to get his people from where they are...”*



*“...to where they have not been.”*

# leadership development



UK College of Personal Development  
*An Independent College*

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# Leadership, the Business of Leading and NLP.

A quick Google search on leadership will give you many different ideas, concepts and definitions of what leadership is and or means. It is fair to say that a globally agreed definition of Leadership doesn't exist. Given that this is the case it's clearly difficult to write down a definitive list of what skills a leader should have. The majority of commentators agree that a leader needs to be able to inspire and motivate people towards a common goal, have the ability to show empathy with others and have a sense how their behaviour and words impact on others.

The UK College of Personal Development has been involved in leadership development for some time now, and having explored many ideas, theories, methodologies and approaches it has become extremely clear that Neuro Linguistic Programming (NLP) with its broad range of tools is an area of study that every good leader would do well to explore.

We believe that individuals in leadership positions can become more skilled and deliver a higher quality of leadership when they engage in NLP training. This is of course a big statement; however when we think of the various plates that leaders have to spin the NLP tool box becomes very attractive. Think about the list of leadership activities, NLP and its tools, distinctions and approaches add skill and confidence. A list of these would include:

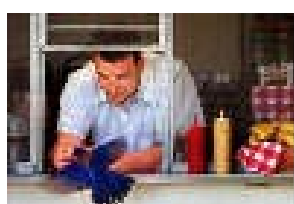
- The need to inspire, motivate and lead
- Change unhelpful beliefs in yourself and others
- Explore models of excellence, and know how to find them and install them in yourself and others
- Develop and utilise core values and identity for recruitment, talent development
- Use and develop psychological techniques for sales and management
- The need to persuade and influence teams and executives

The question is often asked: what is the relationship between Leadership and Business Coaching?

Truly inspirational leadership is about empowering people to produce results under their own initiative. Coaching is a very efficient tool to do this and NLP greatly enhances the coaching tool kit. During the UK College of Personal Development Practitioner training you will learn advanced coaching skills that you can use in formal coaching sessions or covertly in team, management and corporate settings. These would include:

- The need to persuade and influence teams and executives
- The keys to goal setting on an unconscious level
- Changing behaviour and habits
- Belief changes for individuals and groups
- Install self confidence and building self esteem
- Get people to take ownership

NLP was the result from modelling excellence, so it's not surprising that NLP has a lot of tools that are needed for you to be a good leader. We believe that our program will give you the skills, tools and confidence to become a truly excellent leader.





The UK College of Personal Development is an independent college governed and regulated in part by the following professional bodies.



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