

## NLP School Master Practitioner Training

We're delighted to announce the schedule for our NLP Master Practitioner programme and the world-renowned guest trainers who will be adding their expertise, Dr Stephen Gilligan and Shelle Rose Charvet.



**Stephen Gilligan** was a member of the original group when John Grinder and Richard Bandler were first developing NLP, and was one of the first students and developers of the work of Milton Erickson, considered the founder of modern hypnotherapy.

An internationally acclaimed workshop leader and author, Gilligan's numerous books include the classic text on Ericksonian hypnotherapy, 'Therapeutic Trances', 'The Legacy of Erickson' and 'The Courage to Love.' [www.stephengilligan.com](http://www.stephengilligan.com)



**Shelle Rose Charvet** is a master of communication.

Described as "Einstein meets Lucille Ball", her training style is a lot of fun, but has huge depth. Her seminal book, 'Words that Change Minds' is used as a text in several university business programmes in the U.S. and the U.K., as well as at Coach University.

Shelle's Language and Behaviour (LAB) Profiling system is a psycho-linguistic tool uncovering how people get motivated, how they think and how they make decisions. On our programme, as well as your Master Practitioner qualification, you'll also take away a separate certification in LAB Profiling, a significant extra benefit to your training. [www.successtrategies.com](http://www.successtrategies.com)

**Going places that Practitioner training just can't reach, the NLP School Master Practitioner programme covers some of the most exciting material in NLP.**

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| <b>Module 1:</b> | <b>18-21 March 2010</b> (trainer Robbie Steinhouse) |
| <b>Module 2:</b> | <b>6-9 May 2010</b> (trainer Shelle Rose Charvet)   |
| <b>Module 3:</b> | <b>18-19 May 2010</b> (trainer Stephen Gilligan)    |
| <b>Module 4:</b> | <b>10-13 June 2010</b> (trainer Robbie Steinhouse)  |

Cost: £1950 (ex VAT). Instalments welcome. Venue is the Regent's College Conference Centre in Central London.

NLP was founded in the 1970s: our objective is to widen the core Master Practitioner programme to incorporate the very latest research on neurology, personal development and organisational evolution.

We will also include advanced material from the field of Transactional Analysis and explore numerous guided visualisation and meditation patterns.

Overall, our material enables powerful and life-changing interventions to be a natural part of our students' skill set, and helps them to be master influencers and communicators. To us, a Master Practitioner is someone who has integrated NLP and can move elegantly between different models and processes.

Our materials are designed for work and for private life. We strongly believe it is both possible and desirable to combine business effectiveness with deep healing, personal growth and evolution.

## **Module 1: Presented by Robbie Steinhouse: 18-21 March 2010**

### **Values Evolution**

Teaching some of the core models from Ken Wilber and Spiral Dynamics, we show how these relate to personal and organisational evolution. We will also present some new NLP change processes based on this material which are unique to our programme.

Our objective is to show how you can evolve your entire mindset to include possibilities that you may never have previously considered. We will include a map to create extraordinary interventions and development pathways that will accelerate your personal and professional development.

This material is also widely used in organisational development and gives an understanding of how any system can evolve, from large businesses or institutions through to families and social groups.

### **Identity – Script-Re-matrixing**

Continuing the work of embedding Transactional Analysis models within NLP, this model provides a framework to understand the different parts at work in forming an individual's identity or script and reveals the genesis of the different "parts" within an individual.

Using techniques derived from Connie Rae Andreas' "Core Transformation," a powerful and sustainable approach to transforming identity will be covered. This technique is unique to our training.

### **Criterial Equivalence**

Understanding the criteria people use to judge something is a key principle within NLP. Often people are unaware of how important factors are communicated. An example of this is within relationships: people often define whether they are receiving love according to certain, sometimes very personal, criteria. "I can tell by the way he looks at me." Or, "I can tell from the tone of her voice." "If he/she really cared, then...."

Having the skills to identify your own criteria and elicit those of others can provide astonishingly powerful information. Learning how to make these criteria honourable and achievable can also lead to more effective relationships and a happier life.

### **Modelling**

We will teach some of the work of famous modellers, from Bandler, Grinder and Dilts, as well as important contributions by David Gordon and Wyatt Woodsmall.

Modelling is a core methodology in NLP. Learn what it takes to master this generative process and then apply it to any area of interest to you – whether in business, health and healing, education and learning, coaching or any other.

We will be working with models of excellence in various aspects of human life: a world-class athlete, a highly successful lawyer and a spiritual healer.

Lastly, we will explain practical and sustainable techniques for 'installing' models into the minds of yourself or others, to ensure that modelling isn't just an observational exercise but a tool for lasting personal change.

### **Neurology**

"What works" is the motto of NLP, so it is a relief that advances in neurology provide a firm basis to confirm its approaches.

Our Master training takes a detailed look at research-based neurology. Understanding of the human brain has increased significantly with the latest scanning equipment, giving a much more precise understanding of how specific brain regions affect human behaviour. We will consider this research along with NLP models of the unconscious mind, especially Stephen Gilligan's model of the somatic, cognitive and field minds, which maps well onto this new material and provides evidence that the NLP approach is rooted in genuine research.

We will look at a methodology for making excellent decisions based on the latest neurological discoveries (and which has been outlined in Robbie's forthcoming book, *Brilliant Decision Making*).

**Module 2: Presented by Shelle Rose Charvet: 6-9 May 2010**

The first three days of this module will be the Language and Behaviour profiling course, based around NLP meta programmes and Shelle's seminal book, 'Words that Change Minds.' This is a certification course in its own right and you will gain a separate certification opportunity from Shelle. This adds a significant extra benefit to our Master Practitioner training.

Meta programmes are key drivers of human behaviour and form an excellent summary of other profiling techniques, such as Myers Briggs. Shelle's expertise in this area will not only teach you about these core NLP concepts, but actually how to run your own "live" conversational profiling system. This will enable you to assess individuals' preferences and communicate with them in the most effective manner. The last day of the module focuses on how to put this knowledge into practice, in coaching sessions, so that you truly master of this material.

**Module 3: Presented by Stephen Gilligan: 18-19 May 2010**

This two-day module explores the key patterns of Ericksonian hypnosis. It will also cover the Generative Self model for creating the highest performance states possible in yourself and in others. The model identifies three minds, Somatic, Cognitive, and Field, and shows how each mind operates across three levels of consciousness, Primitive, Ego, and Generative.

You will see how "stuck" or symptomatic states lock into Primitive and Ego levels, and how these states can be skillfully shifted to a Generative Level, thereby transforming problems into solutions and resources. This is a highly practical and creative way of working with people, developed by Gilligan, one of the original NLP students.

Stephen Gilligan, Ph.D., is a Psychologist in Encinitas, California. He was one of the original NLP students at UC Santa Cruz; Milton Erickson and Gregory Bateson were his mentors. After receiving his psychology doctorate from Stanford University, he became one of the premier teachers and practitioners of Ericksonian hypnotherapy. He has taught in many different cultures and countries over the past 30 years.

In 2004 he received the rarely given Lifetime Achievement Award from the Erickson Foundation in honour of his many contributions. He has published extensively, and his seven books include the classic "Therapeutic Trances", "The Courage to Love", "The Legacy of Erickson" and the recent "Walking in Two Worlds". Two new books will be published soon, "The Hero's Journey" (with Robert Dilts) and "Generative Trance."

**Module 4: Presented by Robbie Steinhouse: 10-13 June 2010**

This module will focus on the key Master Practitioner processes that are truly life-changing. They are often advances on some Practitioner patterns, incorporating new concepts and interpretations.

An NLP School Master Practitioner will be able to experience these life-changing tools drawn from across the field of NLP. Welcome to the psychic superhighway! Our object is to complete your NLP toolkit, so that you have all the tools you need to make the changes that you and your clients require.

**Advanced Submodalities; Spatial and Temporal Predicates**

To truly master submodalities, we add in space and time to VAKOG and demonstrate that you can go to places that Practitioners don't reach! Master submodalities explore many finer distinctions than the material you learned on Practitioner training. Widening the options in this way helps to expand your repertoire, providing many alternative ways to effect change. Often having these additional tools enables the critical submodality for a client, or for yourself, to be identified and powerful change to ensue.

**Ericksonian Hypnosis**

Following on from the master session with Stephen Gilligan, learn full trance inductions along with a brief history of hypnosis. Master Practitioners are able to use Ericksonian language elegantly in any NLP change process. They are also able to become aware of their own use of language, and ensure they are not inadvertently using negative embedded commands.

We will teach how to spot trance language in everyday communication: essential to avoid being manipulated by others. It is also useful to be able to calibrate others' 'hypnotisability,' to identify which individuals are particularly susceptible to trance and learn a few tricks for those who believe they are not. We will teach you how to put a client into a full trance induction as well as how to guide clients through guided visualisations and meditation patterns. This module also includes some practical coaching techniques on how to use positive suggestions in communication.

**SOAR Model**

This is Robert Dilts' seminal model for condensing all NLP, and indeed all conceivable human patterns, into a three dimensional model.

If you want to plot out any NLP intervention, or model any human behaviour, this model truly shows Robert's genius in action: a map for all territories?

**Re-imprinting**

Re-imprinting is another of Robert Dilts' most powerful NLP patterns, influenced from his work with Timothy Leary on imprint events in biology. It can change people's deepest sense of well-being. Memories can be stored in 2<sup>nd</sup> position, and if this is the case, traditional changes of memory technique such as Change Personal History may not provide the shift that works. Sometimes known as the Meta Mirror on a Timeline, this amazing technique often provides the changes needed in such a situation. It is particularly powerful when tackling traumatic childhood events.

**Meta 2<sup>nd</sup> Order Structural Analysis**

Going deeper into the field of Transactional Analysis reveals that your 'parent' and 'child' can also be further subdivided into their own parent, adult and child (for example the child in the parent). Combining these concepts with NLP perceptual positions can yield great rewards, forgiveness and acceptance of childhood.

This technique is unique to our training and can provide a great sense of improved internal rapport along with a deeper understanding of parents' fallibility and the effects of generations of family culture.

**Grief/ Loss**

"Grief should be deep but not never-ending", said the Roman philosopher Seneca. We teach a process to enable people to 'let go' of the guilt and pain of loss, while still honouring the memory of who or what has been lost.

Having these tools for clients who have suffered long term grief can completely transform their lives and enable them to return to a happy and productive life, while still being able to honour their past: a real gift of healing.

**Timeline Visualisations**

New methods to transect the psychic super-highway can provide powerful and unexpected areas for change. These techniques can also be used to deal rapidly with trauma, unhelpful emotions and even negative behaviour patterns affecting generations within a family.

These techniques are now used widely by cognitive therapists, especially in overcoming post-traumatic stress disorder and other life inhibiting events. NLP is now a central part of deep therapeutic practice and this technique has broad and profound applications.

### Forgiveness Pattern

It is said in NLP that holding onto lasting resentment and anger is like having a fish-hook in your skin connected to the person you are angry with. Another saying is that anger is like drinking poison and expecting the other person to die! We present a powerful technique to enable you or your clients to let go of anger in an ecological way that can provide enormous energy and benefits.

The NLP forgiveness process uses advanced submodality techniques. It also uses the modelling of effective forgiveness along with a positive intention around maintaining healthy boundaries. This process enables attendees to say a final 'goodbye' to residual anger.

### Assessment - Sleight of Mouth; Clean Language, Clean Space and beyond

We will teach material from these techniques and use this as a basis for integration of the programme. Conversational belief change is truly a Master Practitioner skill. We will explore some of the models that can expand the Meta model to allow you to challenge and expand maps of the world using these discrete techniques.

Language is at the heart of NLP and these models will expand your repertoire in coaching sessions or in any important communication. Master Practitioners are able to bring about change discretely, using a combination of clever language, non-verbal communication and Ericksonian Hypnosis techniques. This is some of the most exciting material in NLP.

### The Master Practitioner core trainer



Your core Master Practitioner trainer **Robbie Steinhouse** combines the best of the practical and life change techniques that NLP has to offer. Robbie's style is typically down to earth, sceptically translating Californian NLP into something understandable and usable to people on this side of the 'pond.'

Robbie has a great balance of substance and style – fun and engaging whilst sharing his depth of knowledge.

Robbie studied NLP with Robert Dilts and Judith de Lozier at NLP University in Santa Cruz, where he qualified as a Certified NLP Trainer. He has also worked with or attended training given by most of the other major NLP 'names,' such as Richard Bandler, John Grinder, Ian McDermott, Joseph O'Connor, Suzi Smith, Tad James and Anthony Robbins.

Robbie is an NLP University Certified Trainer and a Certified Coach with the International Coach Federation.

## Accreditation

NLP School is aligned, recognised and accredited by NLP University in Santa Cruz, California, which as one independent consultant put it, supplies 'the gold standard in NLP training.' In existence for more than 20 years, Robert Dilts' and Judith Delozier's NLP University and its International Trainers Network is regarded as the most respected and rigorous NLP trainers' institute in the world and the certification is accepted accordingly.

We are also accredited by ANLP, the leading UK NLP body, and by the Professional Guild of NLP.

To reserve your place on our Master Practitioner programme or to ask questions, please get in touch – we'll be happy to help.

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