

## What is NLP?

### **NLP shows you how to work more effectively, how to control how you feel, how to interpret events and how to communicate successfully**

NLP, Neuro-Linguistic Programming, is a technology and an approach that comes from the study of human excellence. It is highly respected by leading employers and is used successfully in many fields, including business, sports, art, health, education, politics and personal growth.

### **NLP's communication tools can enable you to**

- > Improve your verbal and non-verbal communication
- > Deepen your appreciation of thinking styles
- > Learn techniques for high performance states
- > Change unwanted habits with desired ones
- > Set goals to fit (and change) your life with precision
- > Use language with greater precision
- > Perform at your best
- > Enjoy activities you used to fear

If you understand there may be room for improvement in your communication skills, or if you are not getting what you want out of life, NLP's tools can enable you to uncover, change or transform what is holding you back.



NLP was developed in the 1970s out of an academic enquiry into how people excel in various fields. The result was the distillation of certain principles and subtle communication structures that can be taught, learned, and applied to any area of your life.

Over the past 30 years since its pioneering days, NLP has undergone, and continues to undergo, considerable refinement. Many of its techniques and principles have passed into common usage under other names and appear to us daily, not only in the classroom and in coaching situations but also in cinema, television, and of course business communications ranging from the office to advertising.

NLP's applications are so wide we cannot detail them all here. Please contact us to discuss how it might work for you.

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(our training is held at central London venues)