

**Courses  
for personal  
and business  
transformation**



# About NLP School

Our courses are all about making effective and lasting change. They are designed to increase your self-awareness, confidence, communication skills, psychological understanding and leadership abilities.

We draw on many disciplines, not just NLP but Transactional Analysis (TA), mindfulness, coaching, psychology, neuroscience and business psychology.

Here at NLP School we are interested in all techniques of personal development. However it all started for us with NLP, and NLP remains at the heart of our courses. Our courses have been carefully designed to educate, delight and challenge, with just the right blend of experiential learning, demonstration and direct instruction.

“NLP School provide amazing, life-changing training delivered right from the heart of NLP’s greatest innovators and creators. If you’re thinking about using NLP personally or professionally, I can highly recommend NLP School.”  
**Zarina Grace,**  
**Coach and Trainer**



# Our programme of training

## Professional training

NLP School trainings are accredited with the International Coach Federation (ICF) and The CPD Standards Office so you can be sure to receive the highest quality professional training. And you can take your NLP Practitioner training with us in the confidence that we teach all the recommended content as required by ANLP (the UK’s foremost NLP standards body).

All of our courses are taught by Robbie Steinhouse in person – there is absolutely no online learning. NLP is at its heart a communication tool and we believe the most effective way to learn it is face to face.

The CPD Standards Office  
INDEPENDENTLY ACCREDITED CPD  
[www.cpdstandards.com](http://www.cpdstandards.com)



## Taster Days

The ideal way to try us out, we run these one-day courses in the first half of the year. There is no hard sell, simply a day packed with useful tools from NLP, Transactional Analysis (TA), Coaching and Mindfulness. Plus, our Taster Days offer you the chance to try before you buy – if you decide to take a longer course we will credit the amount you spent on the Taster Day.

# 1,2,3

## Three courses that build on one another

NLP School offer three separate courses (or Modules) that together build into training that will qualify you as an NLP Practitioner.

## NLP Practitioner with Advanced Coaching Certification – 10 days over three modules



## Module 1

# Coach Training with NLP, TA and Mindfulness

A 3-day course that can be taken as stand alone training or as Module 1 of our NLP Practitioner Certification

This module presents and gets you working with the basic ideas and tools of NLP, Coaching and Transactional Analysis (TA). We also introduce mindfulness practice and meditation both of which continue daily throughout the course.

**NLP** – You'll learn what it is and how it began, the background vision and ethos, and how it has developed.

**Coaching** – Find out what it is (and what it isn't), how it informally began in the 1970s and how it blossomed into a major business and personal development tool. We cover Coaching ethics, the core competencies, how to professionalise your practice and how Coaching fits with NLP.

**Transactional Analysis (TA)** – Created by Eric Berne, TA is a revolutionary tool for understanding human communication. We cover the basics of TA and go further into it as the course develops.

**Mindfulness** – We thread mindfulness practice and state management throughout the course and cover its background and what it is, where and how it might have begun and what are the benefits.

**Rapport and influence** – The OED defines rapport as "A close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well".

Relationships are vital to real success in any field and are doubly so for working in a coaching context. Trust and understanding are essential for coaching to be successful. We cover the use of language, both verbal and non-verbal, and how it can be used to both influence and understand a person's motivations and life approaches.

**The Coaching Approach** – Even if you are not a coach, or intending to be one, coaching has lessons for you. Ever more workplaces favour a 'coaching' style of management: away from the workplace, these ideas and methods can be used by teachers, parents or simply as a way of relating to others in a positive way.

**Core coaching competencies** – Broadly speaking, Coaching is about facilitating someone else's thinking and helping them learn "on the job" so that they can continue to grow and learn afterward. Good coaching is supported by basic principles and best practice, such as powerful (non-judgemental) questioning, direct communication and meeting ethical guidelines. Coaching is a skill that is increasingly valued within the workplace because it avoids the hazards of authoritarian or micromanagement, and helps individuals flourish. You don't need to be a 'coach' to coach; the ideas and methods can be used equally by teachers, parents, friends or managers.

“The training gave me great tools, models and processes to enhance my skill-set in a professional environment. Really well presented by a friendly and engaging trainer.”

Ralf Osswald,  
Centre for Business Knowledge,  
Ernst & Young LLP

**Goals and outcomes** – Effective management and coaching (and daily life!) involves planning and goal setting. If a goal is not congruent then the chances of it being reached are lessened. We teach NLP's Well-Formed Outcome process which gives a series of principles to maximise the likelihood of a goal's success and neutralise the most common mistakes.

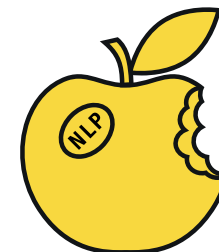
**The Meta Model** – This is the original model of NLP, containing a distillation of the wisdom and practice of two of the world's greatest therapists, Fritz Perls and Virginia Satir. It is a way of examining language for signs of false, limiting, negative and hurtful thinking, and of challenging and changing such thinking. Think of it as supercharged Cognitive Behavioural Therapy.

**The Logical Levels: Values and Motivation** – Have you ever had someone on your team who you found difficult to manage? Intelligent questions can unlock a person's value system, and people are reluctant to act against their values and keen to contribute if their values are met. We give keys to a simple process you can use to unlock people's enthusiasm. You can apply the ideas easily into a normal conversation or make them part of a formal process. Either way, this works powerfully in goal planning, negotiations and relationship or team building.

**Perceptual Positions** – A necessary part of management is helping members of your team gain perspective. Perceptual Positions is a powerful model you can apply to improve difficult working or personal relationships with individuals and groups. Widely used in conflict resolution and negotiation, this tool is superbly effective and allows the user to step confidently and assertively into different perspectives rather than simply entrenching into their own position.

**Attention training** – Every day we will present exercises to develop focussed attention, which you can apply in all kinds of work and life situations.

**Pacing and Leading** – Good coaching and communication is about understanding and harnessing the power of timing. We teach methods to gently guide your client into a state where they are open to learning.



## Module 2

# Advanced coaching – processes for personal and professional transformation

A 3-day course that can be taken as stand alone training or as Module 2 of our NLP Practitioner Certification

In this module, we concentrate on working with archetypes and re-scripting.

**The Leadership Matrix** – Drawing from his 30 years setting up and running successful businesses, Robbie Steinhouse's own developmental tool combines the intellectual rigours of business psychology with the seasoned experience of the commercial world. He uses archetypes to explain the capability sets required for the key business functions, all of which present different intellectual, emotional and personal challenges.

**The Six Parallels** – We present an exercise based on the Logical Levels, originally designed for entrepreneurs but now expanded to contrast anyone's personal and collective worlds.

**Timelines** – NLP is about “the structure of subjective experience” and an important part of that experience is time. How do we represent the passage of time to ourselves and how do your clients experience the passage of time?

**Parts** – Many psychological models are based on the notion that our personality is made up of different parts. When these parts are at war, anguish results.

**Parts integration** – You will often find that you or your clients are incongruent over an issue, for example: “I hate my boss but I must be nice to her or I will get the sack.”

This uneasy mix of the two parts needs to be resolved. Being in this state of being pulled in two different directions by two different sub personalities is called being simultaneously incongruent.

**Six step re-framing** – This process argues that a given behaviour is carried out by a part of the person. With problem behaviours it is likely that the part responsible will have poor communication with the rest of the person. The success of this technique depends on re-entering communication with that part and establishing its positive intention.

We go deeper into **Transactional Analysis (TA)** and cover:

**Integration and Decontamination** – The aim is to produce the Integrated Adult possessing Ethos (a set of values) and Pathos (the ability to empathise with other human beings).

**Script, Games, Drama and Life Positions** – Eric Berne (the creator of TA) believed that we spend much of our lives acting out a story about ourselves that we have “written” at an early age (probably around 5 or 6). If we all wrote positive stories the world would be a much happier place. Sadly not all of us do.

“Excellent training delivered by Robbie, Caroline and the rest of the team. All the students gained good outcomes from the course. I found the content could be very applicable to work or personal issues. The trainers and facilitators were friendly and they produced good quality notes and manuals which make the training easy to follow and learn from. And all at an affordable price! Thoroughly recommend it!”

Anne-Marie Wilson,  
CEO and Founder, 28 Too Many

Some individuals write “winning” scripts where they get love just by being themselves; others are sent destructive messages about what they must do to get love, for example, “You can't do that, let me do that for you.”

**Games** – Have you ever been roped into a game? First expressed by Berne in his famous book *Games People Play*, game scripts include such things as: “I'm okay you're not okay” and “See what you made me do”. We help you to spot when you have been caught up in a game and understand what could be going on. Games can often occur in coaching and it is very important to observe if the client is engaging in a game.

**The Drama Triangle** – Berne observed that games often operate via the Drama Triangle mechanism and described people as being “on the triangle” if they are acting out one of three roles: Persecutor, Rescuer or Victim. Learn to identify people who habitually take up these roles and at the same time understand that everyone falls into these traps from time to time, and that everyone includes you!

**Re-scripting** – Berne believed that life scripts are created in early childhood. This truly transformational process, based on TA and tools from NLP, invites you to explore the identities, roles and beliefs that make up your current life script. Discover

what your script is – is it a winner script, a banal script or a loser script? The aim is to truly confront negative patterns in people's ‘life-scripts’, and replace them with outcomes that they can choose and create – for their relationships, work, finances or health.

**Archetypes and their Energies** – We cover Stephen Gilligan's concepts of Strength, Softness and Playfulness and also his Three Minds: the Cognitive Mind, the Somatic Mind and the Field Mind.

**Advanced Time and Energy Management** – The key to time management is to efficiently capture necessary activities without having the “need” to respond to everything immediately. The ability to let your mind relax and be truly spontaneous and present provides the refreshment that your system needs from living a busy life. It gives you the energy to be both productive and happy.

**Being good to yourself** – Learn how to keep promises to yourself, invest in yourself, NLP yourself, and discover your mission.

“Robbie and the team at NLP are amazing both in terms of support and learning.”  
Harsa Beagley, HR Director

## Module 3

# NLP Practitioner – with Advanced Coaching Certification

A 4-day course (open to those who have completed modules 1 and 2), which brings together all your training and certifies you as an NLP Practitioner

The final module of your NLP course is like the end of a journey. There are still techniques, concepts and tools to be learned, and all the learning we have done needs to be integrated.

**Submodalities** – How do people use their preferred representational system and what are the finer details within that system? Building on our work in Module 1 we go deeper into understanding how people create their maps of reality – and subsequently learn to help people change the meaning of their experiences with the aim of creating a happier and more fulfilling way of understanding.

**States** – Wherever you are, whatever you are doing, you are in some kind of state. States can be changed and much NLP can be seen as ways of getting yourself or others into a positive “resourceful” chosen state rather than having old mental patterns or life “out there” imposing states on you.

**Anchoring** – In daily life we have many anchors; perhaps a particular song or smell takes you back to a specific memory. In NLP we can use anchors to change your immediate state of mind. We teach you anchoring techniques and its different uses, including how it can help you make outstanding presentations.

**Change Personal History** – You cannot change the past, but you can change how you perceive and feel about it, and thus the person that you are now because of it. This is a powerful technique, working with memories and turning them into useful life-lessons.

**The Hero's Journey** – This remarkable tool for deep inner change is based on the structure of traditional myths – and the secret behind successful contemporary Hollywood movies. The aim of NLP is to guide people through a journey, embracing the various stages and unlocking inner potential, ultimately gaining a richer understanding of their life-roles and calling.

**Phobia Cure** – A single traumatic experience can leave a person terrified of certain situations, for life. With this technique they can ‘unlearn’ that fear.



“I wanted to focus on the content and the learning, not the instructor and their stuff. Robbie makes the learning real, practical and accessible (and fun and funny!) Phenomenal.”  
**NLP Practitioner delegate**

**'Disney' Creativity Process** – Don't be fooled if you think Disney is all about cute mice: Walt Disney was a hugely successful entrepreneur, and this process, modelled on his practice, is a powerful creativity and decision-making tool. It's perfect for anyone with an overly-strong inner critic or who wants to liberate their imagination.

**Releasing Enmeshment** – For people that just 'won't let go', this is a technique for dealing with past memories. Set yourself free with peace of mind.

**Belief Change Cycle** – People are limited by their beliefs on what is possible, what they are capable of and what they deserve. People may also believe that these beliefs cannot be changed. They can be, and we explain how.

**Coaching** – We cover the different types of coaching, understanding your skill as

a coach, and how you might build on those skills, then marketing yourself as a coach, contracting, the core coaching competencies and confidentiality. We also look at how you continue your development as a practitioner and coach.

**Assessment** – This module includes an assessment day, when we will assure ourselves that you have earned the qualification of NLP Practitioner, and understand and can apply NLP with skill, elegance and ethics.

“I took both my Practitioner and Master Practitioner qualifications with the NLP School – the various modules were run by Robbie Steinhouse and/or excellent guests. I found the style to be informative, easy going and collaborative even when pushed out of my comfort zone. I describe the NLP School and Robbie's approach to be NLP with the California taken out and a dose of cynicism! Excellent learning environment and I have found my NLP skills to be invaluable both personally and from a work perspective.”  
**Hazel McIntyre, HR Director**

## Your trainer



“By far the best NLP trainer I have ever come across. I love the “British” (healthy scepticism) version of NLP. I find the gentle style hugely effective.”  
NLP Practitioner delegate

### Robbie Steinhouse

Robbie Steinhouse is the founder of NLP School and our Head of Training. He is also a business leader, NLP Master Trainer, speaker, coach and published author.

Starting in the 1980s, Robbie built and ran businesses in recruitment, property and insurance. As these grew, he found an ever-increasing need for more than just commercial skills, both for himself and his team.

He also found a bewildering range of psychological and personal development models on offer. The material that he discovered to be (by far) the most useful was NLP, especially when linked to Transactional Analysis and the coaching approach. More recently he has added Mindfulness to this list. His passion for

the human dimension of business led him to give up his executive role and focus on training and coaching in 2002.

Robbie is the author of four books including *How to Coach with NLP* which has become a classic NLP text. More recently ANLP (The Association for NLP) awarded Robbie the title NLP Master Trainer, an accolade given to only a very few people in the world.

Robbie trains and teaches internationally and is on the faculty at NLP University in Santa Cruz California, the birthplace of NLP and home of Robert Dilts and Judith DeLozier, and the institution widely regarded as offering the “gold standard” in NLP training.

## Our courses



### Our venues

We understand that the venue plays a big part in your decision about where to train. Early on we made a commitment to always using somewhere special for our trainings. We currently use two carefully selected venues both conveniently situated in central London.

**Regents University** – This tranquil learning space offers every modern convenience, close to London’s fantastic transport links and bustling shopping hubs and is right in the heart of beautiful Regents Park – one of London’s most stunning Royal Parks.

**Cecil Sharp House** – In the midst of Camden, this Grade II listed building is a local legend, with wonderful rooms, its own café, bar and garden. It’s often the choice of film and TV companies looking for a space with history and atmosphere.

### Dates, fees and booking

For information about course dates and fees, and to make a booking, please visit [www.nlpschool.com/eventsandcourses](http://www.nlpschool.com/eventsandcourses) call us on 020 7274 9213 or email us at [info@nlpschool.com](mailto:info@nlpschool.com)

### Interest free payments

We offer flexible, interest-free instalment options for our longer courses. Get in touch to find out more.





# Why choose NLP School?

## Learn from a Master Trainer

Train with someone who has reached the highest standard within NLP. Robbie Steinhouse is the founder and Director of NLP School, an ICF-certified coach and a faculty member at NLP University which provides the gold standard of NLP training worldwide.

## Modular training for optimum learning

Our Practitioner training is ten days split over three modules. NLP has deep change processes for profound transformation and insights: these are best learned in a gradual process that goes ever deeper. This gives you time to reflect on what you have learned and bring any questions and experiences with you to the next module, building and embedding your skills incrementally.



## Accredited training

All our courses have undergone a rigorous accreditation process. We are proud to be aligned with NLP University in the USA, and our courses are accredited with the International Coaching Federation (ICF) and the CPD Standards Office.

## A limited number on each course

Not too big, not too small, our groups are managed so that there will be lots of opportunities to work with other people but not so small that it will be repetitive.

## Fully supported courses




We have a qualified resource team at each event, solely there to support you. Our resource team is made up of NLP Master Practitioners, Therapists and practicing coaches.

[www.nlpschool.com](http://www.nlpschool.com)

### NLP School

Unit S8, Shakespeare  
Business Centre  
245A Coldharbour Lane  
London SW9 8RR

t: +44 (0)20 7274 9213  
e: [info@nlpschool.com](mailto:info@nlpschool.com)  
[www.nlpschool.com](http://www.nlpschool.com)

 NLPSchoolLtd  
 nlpschool  
 user/nlptraininglondon