Business Benefits

Skills for the new millennium – Part One



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"Sponsoring an employee on an NLP practitioner training course will repay the investment many times over."

C. White, Director, White Dutton.

Using NLP a business will benefit from state of the art communication and professional development of interpersonal and strategic thinking skills.

NLP is the practical study, application and transference of skills, attitudes and methodologies of human success from any enterprise to others. NLP is the New Soft-Skills of the millennium.

NLP is based upon the practical and experiential application of successful models of change and learning that works across contexts and disciplines.

The use of feedback mechanisms to support learning and change are sustained by observable evidence and not intangible sources. This means adjustment can be made to accelerate individual learning and development.

The benefits to the business are numerous when applying the methodologies, skills and development of NLP.



Management

NLP provides managers with tools to understand and coach personnel with which to increase their performance. This is not only evident during day to day interactions but more so when it comes to appraisal time. The manger has a powerful set of tools with which to help the employee not only set realistic, measurable and sustainable goals, but also to effect the employee's motivation and relationship to others. This means staff will be more motivated to succeed in their role.

Mangers benefit by spending less time managing staff performance and problems and more time in leading the future operations and success of the team.

Marketing & Advertising

Knowledge of understanding and successful implementation of effective marketing and advertising pays dividends when the department truly understands how the messages are received and acted upon. NLP delivers the 'real psychology' behind our markets decisions and thus gives companies the tools to plan and implement campaigns that act upon the way people actually think and not just based upon theory.

Sales



Focusing on the critical aspects of human behaviour, NLP gives sales people the psychology behind decision makers influencing strategies to create compelling arguments for purchasing. This means they help to create real buyers and real purchasing decisions through powerful motivating states and matching benefits to criteria. This in turn increases the bottom line.

As part of this sales people learn effective and powerful skills for:

- ✓ Negotiation
- ✓ Presentation
- ✓ Motivation
- ✓ Understanding clients real needs

Information Technology

NLP provides development teams with the knowledge in how people understand the constant flow of information that reaches them and why the use of certain mediums is critical in the wider adoption and ultimately loyalty, of some systems and not others.

Personnel / Human Resources

Recruiting the right person for the job requires more than a good CV. It requires the knowledge of how people can best operate within their job function. NLP offers the personnel department the ability to select and interview the right people using powerful qualifying techniques that get under the hood of the CV and deal directly with the applicants skills, motivation and their ability to take on the role.

Not only is NLP a fundamental set of tools for recruitment and interviewing but also in how to effectively communicate so that an employee will understand information being presented to them. As all employees are different, NLP provides the personnel team with the required flexibility to communicate effectively to anyone.

Teaching/Training



Teachers and Trainers need to impart information that helps to develop the necessary skills, techniques, behavioral and cognitive understanding of the materials to be learnt. NLP provides teachers and trainers with skills with which to adopt optimum learning states and behaviours that manage both the classes learning path as well as their continued motivation and development. Through the application and understanding of NLP teachers and trainers have access to a wide variety of learning and training tools that make significant differences to the learning and retention of information.

Coaching

NLP provides managers and coaches within organisations with tools that help to create learning and change opportunities that can be aligned with the outcomes of the organisation and it's individuals. Using compelling communication and powerful change techniques, successful coaches using NLP create lasting change and highly responsive relationships with their clients. NLP Coaches use tools that work directly with how a client unconsciously thinks and therefore behaves. By the flexible adoption of tools and techniques a good coach can help the client to reach new levels of personal and professional performance and development.

Project Management

NLP significantly improves the way people understand and communicate with each other as well as skills for leaders. This can produce huge changes in the way people work together. The net result is better functioning teams and communicational channels that are required to manage specific projects. Therefore overspend and delays are drastically cut and projects can be realised on time.

Customer Service

Without customers there is no business. NLP teaches people in the front line of service how to speak the customer's language and ultimately effect loyalty and total customer satisfaction. The customer service team needs the know-how and skills to be the interface between the client's needs and those of the organisation. They require the ability to have two feet in both worlds so that the client and organisation are equally satisfied. NLP delivers the special skills to manage this two-way communicational channel and keep both parties happy.

Directors and Leaders

Organisational and departmental strategies are the domain of business leaders. The effective design, communication and execution of these strategies are in how they are first realised, processed and then communicated for implementation. NLP provides business leaders with the necessary tools with which to effectively create and critique strategies using powerful precision questioning techniques and models. These tools help leaders understand and create motivating business decisions that can be efficiently communicated down line. The practicality of NLP in business is to understand and know how business decisions will impact the business over time. NLP provides leaders with models for successful future planning and decision making.

Participants on the Origyn NLP Practitioner course also learn how to:

- Identify with precision peoples natural learning styles to help train, coach, manage or organise peoples experience in a format that uses accelerate learning techniques and tools
- Provide people with effective learning strategies
- Use precision language techniques to overcome objections easily and effectively
- Develop powerful states for learning, content retention and behavioural development
- Ability to create meaningful rapport therefore building lasting relationships where people will want to learn
- Ways of managing the 'mental & emotional states' so that people are effective at anytime, especially under pressure
- Strategies for conflict resolution, so that people can influence and manage effective teams and delegates
- Different ways of presenting information and ideas that are captivating, compelling and memorable
- Skills to develop learning cultures through successful feedback strategies
- Recognise the limitation of performance with strategies to improve results
- Skills to create generative learning and change

THE TRAINING

Our NLP Practitioner Training course is over 8 consecutive days and is positioned to offer high quality training with materials to support on-going development. At less than £190 per day for the 8 days, each person receives access to individual coaching and attention during the course.

Interpersonal skills development courses offered by other leading training organisations to business can cost up to £845 + for only 2 days training. Our NLP Practitioner course provides your staff with high quality excellence at exceptional value.

Our delegate training class size is only up to 20 people.

In part two discover who we have trained and just what our clients say about us. We also tell you just how bespoke we are and what each course is about.

For further information on our courses including dates and costs click below:

One Day Introductory to NLP | 8 Day NLP Practitioner | Ericksonian Hypnosis

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