

Sweeten your life

Sugar NLP is all about training with a passion and commitment to help you develop real excellence in NLP skills and techniques.

Sugar NLP is an established training partnership between Neal Anderson and Ben Dowman. We have over 25 years of experience between us and have trained with leading NLP master trainers including Dr Wyatt Woodsmall (the trainers trainer for Tony Robbins and Tad James), John Overdurf & Julie Silverthorn (acknowledged NLP experts in coaching the unconscious), Dr Suzi Strang (Creator of Memory Re-Resolution and advocate of Neurolinguistic Psychotherapy) and Steven Gilligan (often described as Milton Erickson's protégé).



Ben Dowman has degrees in Psychology and Mathematics and is a qualified and experienced teacher. He has worked with national and international organisations developing workplace teams and is a corporate consultant. He also works with a leading UK youth charity developing young people. Ben is a Certified NLP and

Hypnosis Trainer (INHNLN and ABNLP), Master Practitioner of NLP, Humanistic NLP Coach, Advanced Life Coach and Master Hypnotherapist. Ben is a very good amateur magician, entertaining people in his lively and delightful style with amazing feats and tricks and he brings a wonderful air of playfulness and intrigue along with his extensive knowledge and skill of using NLP.

Neal Anderson has over 16 years experience leading teams through organisational change and working with young people. He works as trainer, mentor and coach with schools, leading charities, management teams and development trainers. Neal has a Masters degree in Management and is a skilled NLP



Trainer and Business NLP Trainer (INLPTA) as well as Master Life Coach, Success Intelligence and MBTI Practitioner. With a broad experience including Mechanical Engineering, Outdoor Centre Director and Project Consultant, he now focuses his energy to bring about positive change for individuals and groups through 1:1 and team coaching. Inspired by the founders of NLP and The Happiness Project, Neal has a passion for training and works in Cumbria and throughout the country.

"Inspirational, supportive, passionate. Both Ben and Neal are excellent trainers with very complementary styles. Thank you both for giving your all and more. Your passion and enthusiasm for what you do are your best marketing tool!"

"Both excellent, your different styles complemented the delivery of the programme so profoundly. Well Done!"

"Inspirational and complement each other very well"
Ben. Energetic, connected, caring, challenging, confident
Neal. Fun, insightful, energetic, thought provoking, supportive

Ben. Very balanced presenter, engages well with audience. Great fun. Great Coach.
Neal. Neals' enthusiasm and knowledge for the subject shines through. Also, it is clear he is very ethical in his practice. Great Coach

Ben. Loved your enthusiasm. Well read and totally knew your stuff. Enlists confidence. Really enjoyed being on the receiving end of your training - inspiring! Thank you
Neal. Really loved your different approach and style. Had total confidence in you and enjoyed learning from you. You make a great team. A star!

"Liked the fact that both so different but their styles so complementary.
Ben. Love your enthusiasm and encouragement. Thank you for coaching which has changed the way I think and feel in a powerful way.
Neal. Thank you for your thoughtful support and your presence which is compelling. Loved your stories about your life and family and insights into your learning process"