



INLPTA & ABNLP Certified

NLP Master Practitioner

Developing people in coaching, training, teaching, counselling, consulting, therapy, instruction, management and leadership.

Attain mastery in NLP at a deeper level
Learn cutting edge conversational techniques
Coach and enable elegant change for your clients

Ideal for
 Everyone who desires to master NLP skills and be recognised as advanced in the field of NLP

Course focus
 We believe in delivering training with experience and expertise. Our Master Practitioner course has a focus on coaching and therapeutic applications of NLP and is well suited for coaches, mentors, trainers and managers.

Certification
 Sugar Master Practitioner
 ABNLP Master Practitioner
 INLPTA Master Practitioner
 Sugar Advanced NLP Coach

Each course is co-trained by Neal Anderson and Ben Dowman, certified NLP Trainers and Master Practitioners and Coaches (ABNLP, INLPTA, INHNLP)

Sweeten your life

Sugar NLP is all about training with a passion and commitment to help you learn and apply NLP skills and techniques. Our Master Practitioner course focuses on coaching and therapeutic applications of NLP for those who work directly with people as a coach, mentor, trainer or manager.

We believe that practice is the key to making learning permanent

Becoming a Master Practitioner

If you were to remember your practitioner training there would probably be certain things which were more meaningful for you and which you felt particularly **happy, pleased, excited** or something else entirely about and you might think about how these connect to **your wanting** to take a Master Practitioner Training and how **successful** a **Sugar NLP training** will be for you.

Considering the benefits of a **Sugar Master Practitioner NLP** training and how you would like to be different at the end of the course (or not) and whether that is **advanced NLP skills** and techniques, more **conversational coaching** skills, making changes for yourself or more **new learnings** then **this course is for you.**

Deciding to take a Sugar Master Practitioner Training

We don't know exactly what will convince you that a Sugar Master Practitioner Training is **right for you** so in addition to the information here you are welcome to email with questions or call to speak to us in person and we will happily discuss the training further.



Pre-course pack & reading suggestions	✓
15 days of live training	✓
Max 20 places guarantees quality training	✓
Comprehensive Master Practitioner NLP manual	✓
Instruction from experienced trainers & coaches	✓
Interactive and dynamic training	✓
Individual support throughout the training	✓
Certification by INLPTA, ABNLP, INHNLP & ANLP	✓
Post-Course telephone support	✓

www.sugarnlp.co.uk
 inspiring nlp training

Booking is easy
 Call 0845 094 6436, email info@sugarnlp.co.uk or visit our website
 Sugar NLP Ltd. Directors Neal Anderson and Ben Dowman



Course Content

Chosen to bring you the best in traditional NLP Master Practitioner content as well as new cutting edge techniques. Our focus is on teaching you how to apply NLP for yourself in formal and informal contexts to increase choice, make changes, learn through experience and fulfil potential.

Master Practitioner Frames & Reconnection to NLP

- Modelling Behaviour, State and Internal Processes (Sugar NLP)
- Wisdom comes from multiple perspectives (Gregory Bateson)

Our Sense of Self

- Prime directives of the unconscious mind (Tad James)
- Perception is projection (Jung)
- Boundaries & rule structures (Sugar NLP)

Complex Meta Programs

- Meta Programs Elicitation, Calibration and Utilisation
- LAB Profile (Shelle Rose Charvet)

Belief Systems & Change

- Structure of Beliefs (Robert Dilts)
- Sleight of Mouth (Robert Dilts)

Values and Value Systems

- Values Hierarchy & Self Alignment (Wyatt Woodsmall and Tad James)
- Graves World Views Model (Spiral Dynamics) (Clare Graves)

HNLP Conversational Coaching

- The Generalisation Model
- Stalking the wild synaesthesia (John Overdurf)

- HNLP Coaching Model (John Overdurf and Julie Silverthorn)
- Conversational Anchoring and Change

Coaching Beyond Words

- Non-linear Language Patterns and inductive language (Tad James)
- Linguistic Presuppositions (Bandler and Grinder)
- Beyond Words Patterns (John Overdurf and Julie Silverthorn)

Presenting

- Sequencing and using the 4-Mat System (Bernice McCarthy)
- Using Satir categories to deliver a powerful message (Sugar NLP)

Modelling for Self

- Modelling I (John Grinder)
- Deep trance identification

Creating a Model of Excellence

- Modelling II (Wyatt Woodsmall)
- Practical modelling

Identity Level Change

- Time Codes (Wyatt Woodsmall)
- Memory Re-resolution of emotions (Dr Susi Strang & Craig Wood)
- Addressing Values Conflicts

- Identifying and resolving Core Limiting Beliefs / Prime Concerns

Unconscious Change Metaphors

- Personal metaphors and Multiple Embedded Loops (Milton Erickson and David Gordon)
- Storytelling and organisations

Advanced Conversational Coaching

- HNLP Beyond Goals (John Overdurf)
- Re-imprinting (Robert Dilts)

Designing Success

- Altered States and Flow (Richard Bandler)
- Installing success strategies (Richard Bandler)

Operating as a Master Practitioner

- Level I and Level II Change (Gregory Bateson)
- Supervision & Ethics (Sugar NLP)
- Coaching Sessions with Feedback
- Individual presentations (Presupposition of NLP or Modelling project)
- Conscious and unconscious integration (Sugar NLP)
- Certification and Celebration

International Certification

The NLP Master Practitioner Certification process follows the guidelines from the major schools of NLP. Certification will take place during the final two days of the course and involves demonstrating mastery in NLP skills and abilities with thorough underpinning knowledge of NLP principles and techniques.

Successful participants will be Certified NLP Master Practitioners with the **International NLP Trainers Association (INLPTA)** as well as The Association for NLP (**ANLP**), The American Board of NLP (**ABNLP**) and The International Institute of Humanistic Neuro-Linguistic Psychology (**INHNL**).

How soon is it necessary to book?

Places are limited to ensure you receive the best training. It is advisable to **book as soon as you can** in order to take advantage of the **early booking discount**. **Please phone or email and we'll answer any questions**



About your Trainers

Both Neal and Ben are very experienced and qualified NLP Trainers who are active in applying NLP both 1:1 and with young people and corporate groups. **We teach what we know works.**

Neal Anderson has a background in engineering and management and is qualified Trainer, Coach and Neuro Linguistic Psychotherapist (UKCP). In his spare time he writes and explores the fells with his wife, dog and son.

Ben Dowman is a qualified Teacher, Mountain Instructor, part-time Actor and amateur Magician. He enjoys the bright lights of the city, freedom of travel and is National Geographic's 2010 UK Adventure Ambassador.

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