



INLPTA

NLP MASTER PRACTITIONER CERTIFICATION TRAINING

“Mastering Success”



The Next Training...
Auckland, New Zealand
September - December 2012



Our Vision ...

Developing Leaders Who Inspire Personal & Professional Fulfilment In Others



For people who want ...

- ✓ *Mastery of business and life direction*
- ✓ *To excel at coaching and developing people*
- ✓ *Improved relationships*
- ✓ *More choices*
- ✓ *Leadership skills*
- ✓ *Personal and professional fulfilment*

"Communications Plus Ltd in Auckland, New Zealand is a world class training organisation. They are unsurpassed in the quality of learning and service that they provide their students and clients. Their lead Trainer, Mark Klaassen is a man of high integrity and great competency. He brings to his trainings a contagious enthusiasm coupled with an excellent command of both NLP platform skills and content.

I unhesitatingly recommend and endorse his trainings to all concerned."

Wyatt Woodsmall, Ph.D.
Business Strategist
Certified NLP Master Trainer and
Master Modeler (INLPTA)
USA

The NLP Master Practitioner journey for me has helped me identify 'what I stand for' and 'what I am passionate about.' I have dealt with some beliefs I have held onto for a long time which were limiting me in terms of growth and health. I feel like my life's journey is now heading down a track that excites me and one I can be totally 'present' in. Mark has been an amazing inspiration to me – incredibly ecological, challenging and supportive. Mark has provided a great space for me to 'look in the mirror' and start to notice some of the things I haven't been noticing. Thank you.

Deb Bailey – HR Manager
Fisher & Paykel Healthcare NZ Ltd.

Neuro Linguistic Programming (NLP) is effective –

NLP is used in many fields of communication - education, business management, health, advertising, HR development, training design and delivery, politics, psychotherapy, in fact wherever and whenever people interact with each other. NLP is the study of how people do what they do, and how 'the best' achieve their success.



To Whom It May Concern:

"I trained in NLP with CPL more than ten years ago and have completed both the NLP Practitioner and Master Practitioner certification courses. I have found that NLP has been a tremendous help in many areas of human communication. There are so many facets to NLP that to mention them all in this testimonial would not be possible, however, NLP has given me many skills to utilize when dealing with people. I am able to understand other peoples' "motivations" easily and be able to communicate with them at their level and enter their world model. This ability allows me to build very rapid rapport and trust with others and assist them in determining what their goals and outcomes they hold for themselves.

With this information NLP offers a large number of "tools" that can be utilized to move a person from their "present state" to their "desired state" by mapping a path and surmounting any obstacles that may be in their way. These tools have a strong motivational impact on others and can often be attributed to shifting people from very negative situations into very positive ones.

NLP teaches a person to fully understand themselves, not just why an individual does something but more importantly how they do it. Once you understand yourself fully you are able to model others in their realities and enable them to understand themselves also. NLP is most probably the finest and most effective people communication science so far developed.

In my role as Managing Director of an HR Consulting company, I am dealing with people continuously at all levels. Without the knowledge of NLP I believe that I would be facing a daunting task attempting to understand and match people to both jobs and organizational cultures on a daily basis. To this end I have ensured that all my staff are fully trained in NLP Practitioner Certification and I have seen the positive results of this.

NLP training offers huge opportunities for personal development and produces excellent results when working with others."

Yours truly,
Paul Craggs
Managing Director
Source HR
www.sourcehr.co.nz



What do you want in your life?

Communications Plus NLP training programmes are amongst the best in the world – they provide for you the greatest possible opportunity of achieving *even more of what you really want* to have in your life.

- ➡ **“Mastering Success”** is for NLP Practitioners who wish to learn advanced NLP models, information and reach a higher level of skill along with **added Professional recognition**
- ➡ **This NLP Master Practitioner Training** is challenging as it both adds to and enhances your earlier studies, powering up your capability to **apply NLP in Business and Life with great effect**
- ➡ **Mark’s NLP Master Practitioner Training** is ideal for NLP Practitioners involved in Business, Management, Training, Consulting and Coaching who also want to **have or create lasting behavioural change...**

The most powerful form of communication is behaviour –

- Integrating the NLP skills and concepts into your behaviour (what you do...how you act) is the evidence procedure for certification as a Neuro-Linguistic Programme Master Practitioner.
- Your work encompasses the conscious and unconscious mind, and the results are powerful. The processes, for you and others, needs to be professional and ecological (making sure sessions being held are taking into account all aspects of the person’s life).
- The basic principles and key foundations of NLP are complex and it’s required that they be learned skilfully and are fully understood so it is imperative that each student undergoes a properly monitored accreditation process to can gain the highest level of NLP Certification training.
- If for any reason you do not meet the standards required you would be extended time to develop yourself via tasks to bring you to the required standard for certification, remember: there is a system of feedback, correction and support.



“Mark - no words will express the privilege I feel for being on the NLP journey and my gratitude for the critical part you’ve had to play in my growth and transformation so far. The facilitation of both Prac and Master Prac surpasses anything that I’ve experienced in my years of working in the world of training and development!”

Kirsty Diamond, HR Manager, ASB

“Having undertaken learning NLP myself to NLP Trainer level, and personally found it one of the most positively impactful series of Training I’ve ever done, I have encouraged my staff to also do NLP Training with Communications Plus. One of my staff has recently completed NLP Practitioner and is heading for NLP Master Practitioner. His transformation in terms of personal understanding has been remarkable as well as his ability to strengthen his existing client relationships along with improvement to win new business. I have full confidence in CPL and their training team to provide an invaluable experience to my staff in practical business and life skills.”

Grant Leach
Managing Director
Revo.

NLP Master Practitioner was a great training and very well balanced where everyone was able to achieve a high standard irrespective of their previous knowledge or experience.”

Captain Peter Arnold
Pilot
Air New Zealand



At our NLP training you have the opportunity of gaining –

This training is for NLP Practitioners who are –

- *Business owners*
- *Business professionals*
- *Leaders*
- *Relationship and Development Managers*
- *Counsellors and Therapists*
- *Trainers and Educators*
- *Sports men and women*
- *Health professionals*
- *Business and Life Coaches*
- ***In fact all Practitioners who wish to continue the NLP journey, growing and developing themselves further!***

Benefits for you include –

- *Better business and personal relationships*
- *Advanced NLP interventions and techniques*
- *Improved income generation and potential*
- *Increased meta awareness*
- *Learning to model “strategies of excellence”*
- *Letting go of what still doesn’t work for you*
- *Greater insights into key people in your life*
- *Greater state management - emotions and physiology*
- *Enhanced multi-tasking and multi-level tracking*
- ***Designing and directing life your way!***

What you can achieve –

- *You can become a more competent and highly regarded business executive*
- *Quality leadership skills for handling individuals and teams*
- *You’ll be a better decision maker, even when faced with minimal information*
- *The ability to “read” people’s behaviours and communication clearly, knowing how to best respond*
- *Staff performance appraisal skills and insights*
- *Feeling confident and capable at every occasion – working, selling, negotiating and coaching your clients*
- *Relationship enhancement – addressing the “cycle” of: anxiety – reaction – same old, same old unuseful behaviour*
- *You will manage others with precision and maintain inter-dependent relationships with your staff and peers ... along with their lasting respect*
- *Understanding people more, creating new strategies for changing behaviours – theirs and yours!*
- ***Integration of supportive beliefs, behaviours and emotions that will deliver increasing successes for you***

Why Communications Plus Master Practitioner training?

- You are part of a comprehensive 18 day training plus facilitated Study Group Sessions – all designed as one complete programme – allowing for the best integration of material possible
- We provide a professional and supportive training environment
- We have a skilled team of NLP trained people who will be coaching and assisting you
- You gain certification with an internationally recognised organization
- In addition to the regular MP curriculum we include leading-edge topics such as Spiral Dynamics and other business models along with recent NLP developments adding to your overall success

“Thank you for the great work you are both doing in making NLP available to people in such a professional manner that is the embodiment of integrity and the highest of intent.

You are both (Mark and Eileen) making a real difference in the NZ community.”

Marvin Oka,
Business Strategist
Certified NLP Master Trainer and
Master Modeller (INLPTA)
Australia

“I am choosing to do NLP Master Practitioner and more with Mark – I choose to work with people I believe are truly world class and who inspire me.”

Paul Nicholson
Trainer
Full On. NZ.



Why do INLPTA's NLP Master Practitioner Training?

Marvin Oka, NLP Master Trainer & Master Modeller (INLPTA), writes the following for you...

*"In many ways, this is similar to asking, **"Why would I want to continue to learn how to improve my ability to facilitate behavioural change in myself and others?"***

*While that is a question only you can answer, many people decide to do an NLP Master Practitioner training to take their NLP skills to a **whole new level of Mastery**. They have found NLP to be a powerful set of tools and distinctions for both personal evolutions as well as professional development, and they would like to become much more masterful with the technology.*

*There is **much more to NLP** than what is covered in a Practitioner level training. If you have found your Practitioner level training to be of value, then you can be confident that your Master Practitioner level training will be even more so.*

*Many people have commented that it was during their Master Practitioner training that they **really integrated their Practitioner training** in the areas of skill, understanding and even their identity as an "NLPer".*

*For some people, they are looking to make NLP a large part of their career and achieving a **Certified Master Practitioner status** not only helps them to achieve this goal, it also is a stepping stone to becoming a Certified NLP Trainer or Master Coach.*

I'm often asked, "What is the NLP Master Practitioner all about and how is it different from a Practitioner training?"

The Master Practitioner level of training is not just about "more" NLP. It is qualitatively different in its curriculum, facilitation, learning process, and intent.

*It starts from the premise that **you have the skills and understanding of an NLP Practitioner** and it leverages your learning from there to go to levels of competency that to an untrained observer **appear to be "magic."***

*The focus in a Practitioner training is on learning the fundamentals of NLP. The **focus in a Master Practitioner training is on Mastery**. This entails new levels of understanding and skills development to be able to run all of the NLP patterns covertly (outside of conscious awareness) in conversation, as well as being able to tailor, re-organise, and even generate new patterns on your own based on the situation at hand.*

***You will learn new distinctions** and develop new skills that facilitate deeper change at higher orders of logical levels, and you will be trained with a focus on precision and elegance. The epistemology of a Master Practitioner is dramatically different from that of a Practitioner in terms of outcomes, behaviours, ways of being, and ways of relating to the world.*

*In short, **your Master Practitioner level of training is about you and your requisite variety to achieve your outcomes**. It's about your ability to facilitate **behavioural change** in yourself and others, and to do so **elegantly, generatively, and with precision.***

Global Community –

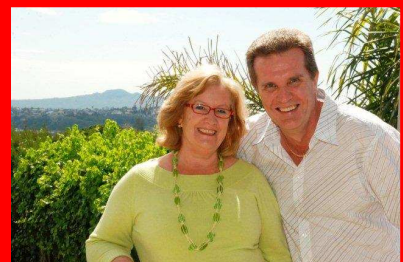
Communications Plus is playing a significant role in contributing to the evolution of individuals, communities, groups, societies, nations, the world and humankind ...

Join an international community by training with CPL and experience a journey in training you'll always remember!

Our Social Enterprise programme –

**Receive Development...
Provide Development...**

CPL gives 10% of course profits to a Scholarship Fund, which provides NLP learning and Training to people in New Zealand.



Eileen Darwin & Mark Klaassen

Communication Plus Ltd, NZ
Established 1992

The CPL Team & Associates

Carolle Nelson
Richard Spencer
Raewyn Anderson
Paula Powell
Zoe Wilkinson
Colleen Bryant
Mal Winnie
Theresa Grainger
James Marris
Kimble Vowless
Stephen Lewthwaite
Yvonne Hilsz (Aust & NZ)
Wyatt Woodsmall (USA)
Marvin Oka (Aust)
Bert Feustel (Germany)



What you can gain from Master Practitioner training –

Precision awareness of self and others...

- Learn how to stay more 'present' without distraction
- Understand your self-talk more and what that means
- Learn to 'read' the non-verbal language of others clearly and precisely
- Establish deep rapport by aligning subtle adjustments to your language and external behaviours
- Understand peoples behaviours, and learn change models to assist them and you to achieve results you would both rather have
- Learn what motivates you, and others, and how you can use that to get results you want
- Refinement and distinctions on NLP formats, gaining more insight into language patterns, body language and what people hide from you!

Brilliant performance and productivity...

- Alignment of outcomes for self, others and your organization leading to increased productivity
- Understand business strategies that bring you and your clients to faster decision points
- Manage business and staff effectively with personalised communication strategies that support you achieving successful outcomes
- Performance management and interviewing skills
- Develop more flexibility, focus and purposeful action

Excellent whole-system organisational skills...

- Tools and techniques for faster response time when making strategic changes
- Learn systemic thinking and to use powerful models of people management, negotiation and motivation wisely
- Learn how to accommodate a stressful environment calmly
- Find out about the advanced organisational change models and motivational drivers – the most up-to-date information available for business today
- Find out about the advanced NLP models for dissolving conflict and mediating disputes

Greater self belief, emotional intelligence development and personal 'state' management...

- Personal alignment – physically, emotionally, mentally and spiritually
- Reduce time required to prepare for staff and/or clients
- Overcome blocks and resistance within your unconscious mind
- Manage thoughts, behaviours and moods more effectively
- Achieve increased self-esteem, self-image, self-motivation and more enthusiasm for life.
- Obtain skills to transform fear and procrastination into action
- Learn to choose your emotions instead of being run by them
- Shift patterns of fear, limitation and scarcity thinking
- **Begin to operate from acceptance, creativity and abundance!**

Course Content –

During this course you will gain a information and practical experience. You will be given every opportunity and expert assistance to develop a high level of skill and achieve accreditation. The final depth of skill and ability achieved is ultimately up to you.

Some of the content and skills you will learn are ...

- Metaprogrammes – modes of influence
 - Primary Interest Sorts
 - Advanced Representational Systems
 - Working with Core Beliefs
 - Advanced Submodalities
 - Myers-Briggs Typologies (NLP model)
 - Gravesian Concepts (the Spiral Dynamics Model)
 - Generative Learning (Level 3)
 - Verbal Swish
 - Behavioural Modelling
 - Belief Change Patterns
 - Imprinting Patterns
 - Advanced Strategy work
 - Decision Strategies
 - Emotional Intelligence Models
 - Negotiations & Mediations 1 & 2
 - Advanced Language Patterns
 - Tracking and facilitating Logical Levels and Logical Types
 - Meta Model 3
 - Paradigmatic Metaphors
 - Relationship models for "breaking unuseful behaviour cycles"
 - Generative Choice Pattern
- ... And more!

Note:

The topics noted here are not necessarily in the order taught and the course is not limited to these topics – it may be expanded and enhanced as the needs of the students indicate.

Your Resource Manual –

By the completion of training your manual will have many pages of formal course handouts and the personal notes you've written, giving you a comprehensive and detailed resource of information that you can review many times over.



Training Format –

- This 18-day programme is conducted over a few months, divided into 4 training modules of 4 days each, completing with a 2 Day Assessment...9.30am-7.00pm daily.
- The 4 day training modules include a weekend and 2 workdays
- CPL's Practitioner Training has over 160 classroom hours, with a format designed to ...
 - Enable busy people to attend a significant training least likely to affect work and home life
 - Enable skills taught to be put to the test and practiced in between modules
 - Allows for optimum integration of the powerful techniques

Training you with 'Accelerated Learning' techniques –

Flipcharts, colour, music, experience and classroom exercises ... all these are part of 'accelerated learning' ... a style of teaching that is interactive, fast paced, efficient, gains maximum retention of material presented and as a bonus is a fun and effective way to learn.

Why do CPL's NLP Certification Trainings?

- **CPL is one of the top** NLP Training organizations in Australasia and highly regarded internationally
- **You will become a more competent** and highly regarded person with increased leadership skills
- **You will gain new strategies**, beliefs and behaviours that creates on-going success for you
- **You will have the ability** to "read" people's behaviours and communication clearly, and create great responses
- **You will see yourself managing** and coaching people assertively, effectively and efficiently
- **You can stop co-dependency** and maintain healthy, functional relationships with colleagues, partners and friends
- **You will learn** in an 'accelerated' learning environment
- **CPL provides effective**, highly skilled trainers and coaches to support your learning
- **You will be taught** methods, tools and techniques that create new thinking patterns and behaviours
- **CPL designs** trainings that are complete programmes – for your optimum learning and development – giving you the best integration possible
- **Your Training Certification** is with an Internationally recognised organization (INLPTA)
- **Mark & Eileen** are both Members of NZ Association of NLP
- **You learn** all the original foundational models of NLP ... **PLUS** the latest models and developments in NLP
- **Since 1995** when Eileen Darwin began promoting NLP training in NZ ... 1000's of people have done their personal and professional training with CPL ... **providing you with an excellent organization to undertake your NLP journey with.**

Your Training Venue –

A welcoming and friendly environment to train in along with relaxed surroundings for your complete learning experience. Refreshments are provided and you can bring your own lunch or stroll to the local cafes on Remuera Rd... and some off-street parking is available.

Address –

269 Remuera Road, Remuera.
1050. Auckland NZ.



Accelerated Learning –

At CPL training programmes we have a full-time room manager and sound technician for your enhanced learning



NZ Association of NLP...

CPL is a "recognised" NLP Training Provider, meeting the full criteria of training standards with the NZANLP

www.nzanlp.org



International Certification and recognition –

The training format is based on and qualifies you to the guidelines and structure established by the **International NLP Trainers Association** (INLPTA).

Trained by a Registered INLPTA “Business Communication” NLP Trainer, your accreditation will be recognised in over 40 countries around the world including: USA, Canada, UK, Germany, France, Holland, Denmark, Sweden, Syria, Turkey, Saudi Arabia, Australia and New Zealand.

General criteria –

- **Behavioural competency** in all Practitioner level skills and the demonstrated ability to do several patterns simultaneously
- The **ability to identify**, utilize and demonstrate one's integration of the Master Practitioner content, skills, frames, concepts, principles, processes, techniques and distinctions.
- The **ability to do** individualized interventions
- Demonstrated **ability to operate** from an ecological framework and philosophy, and to do ecological change work with self and others
- **Advanced development** of flexibility with ones' own representational systems and perceptual filters
- **Demonstrated capacity** to shift back and forth between content and form as appropriate to context.
- **Ability to track** shifts in different logical levels of internal processing and logical types of descriptions.
- **Ability to facilitate** one's own learning processes at the appropriate logical levels.
- **Embodiment** of the Presuppositions of NLP
- **Multi- tracking abilities**
- **Ability to maintain** resourceful states for intellectual, emotional, and physical choice
- **Ability to process** one's own modelling of the world and to re-organize one's processing as appropriate to the context and outcome.

Requirements for certification as an INLPTA NLP Master Practitioner: Business Communication are ...

- The Master Practitioner training is conducted by an INLPTA registered NLP Trainer (Business Communication)
- The Certification training meets INLPTA training structure requirements
- A minimum of 130 hours of formal course room training
- A minimum of 15 days of formal course room training
- Attendance at the Facilitated Study Group Sessions
- Attendance at Behavioural Integration (the final 2 days)
- Written Assessment for intellectual integration within 12 months of training completion
- Submission of a Modelling Project Case Study

For more information on INLPTA Certification – www.inlpta.org

Communications Plus Ltd: 1st in NZ to specialise in “NLP for Business & Personal Development” Certification Training...

INLPTA Mission Statement -

“The purpose of INLPTA is to facilitate the alignment of professional NLP trainers around the world in the ethical and professional use of NLP through the standardisation and continual improvement of the NLP accreditation process.”



Two Awarding Bodies –

Upon successful completion of the Evaluation Criteria, you will be awarded 2 Certificates:

International NLP Trainers Association (INLPTA)
Certifying you as:
“Certified NLP Practitioner: Business Communication”

And ...

Communications Plus Ltd
Certifying you as:
“Practitioner of the Art and Science of Neuro Linguistic Programming”





Your Primary Trainer, Mark Klaassen –

Leading your team of highly professional and skilled people... Mark is a Certified NLP Master Trainer and NLP Master Practitioner (INLPTA), Certified Spiral Dynamics (SD) I & II (NVC, USA), B.Theol, and Director of Communications Plus Ltd.

Mark's background is in banking, business consultancy, strategic planning, executive coaching, human development and personal relationship potential.

Mark says...

"NLP is the most up to date methodology for achieving the level of business and personal success you are capable of."

If you've ever been to a course that didn't deliver ... this is not one of those! You will be well satisfied, have the advantage over your colleagues and peers along with countless benefits giving you astounding results you will have forever!"

Co-Trainers –

There will be NLP Trainers assisting Mark on your Master Practitioner journey...

CPL has consulted with, contracted to, and trained staff from the following companies since 1992 ...

World Vision; Air New Zealand; Fisher & Paykel Healthcare; Fonterra; ASB; BNZ; ANZ; Carter Holt Harvey; The SAKS Group; Vodafone; IAG; Sky City Ltd; Sun Microsystems; Federation of Air NZ Pilots; Kia Ora Ngapuhi Housing; Fletcher Challenge Forests; BNZ; Keystone Solutions; ART Systems Resources (Australia); North Shore City Council, The Bruce Mason Theatre; NZSO; Money Matters; Success Resources (Aust); The Australasian College of Applied NLP, Alinta Australia, Breakthrough Solutions; Forward Focus, Spotless Services (NZ) Ltd; Vector, various DHB's, Farmers Trading and Voyage Communications Group ... *to name a few.*

Mark and Eileen, plus the training team look forward to meeting you soon – act now, call CPL and register for your training today ... and continue your NLP journey with us... ***you'll be glad you did!***

COMMUNICATIONS PLUS LTD

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Mark Klaassen
Primary Trainer



Eileen Darwin
Creative Director

Team -

NLP Master Practitioners & Trainers ... will also be adding to your learning experience during your NLP journey with CPL...



Well trained, happy NLPers...