

July 2009

Auckland, New Zealand

Exciting new NLP experiences for you...

“Coaching Essentials” Training

With Mark Klaassen

Tuesday 14 & Wednesday 15 July

Training Objectives for you...

- Gaining foundation skills all top coaches have
- Getting your client motivated and active
- Planning client sessions and outcomes
- Learning to coach business relationships with EQ
- Applying NLP in coaching sessions

Plus...

“NLP Coaching” Skillshop

With Marvin Oka & Mark Klaassen

Thursday 16 - Saturday 18 July

Skillshop Objectives for you...

- Taking you to the next level of NLP Mastery in Coaching
- Developing new skills to facilitate Generative Learning in Coaching

Entry Criteria for both events...

NLP Master Practitioner

FOR YOU TO...

- ✓ **Become an NLP Coach like no other!**
- ✓ **Gain more for your clients and yourself**
- ✓ **Upskill further with transformational learning**
- ✓ **Experience two of the best NLP Master Trainers in Australasia**

With...

Marvin Oka

“Magical Marvin”

Marvin has this label because of his superb mastery in the training room and also his ability to take people through the process of change

...more about Marvin on page 5

And...

Mark Klaassen

Highly regarded in the NZ NLP Community for his training & coaching in both business & personal development areas

...more about Mark on page 5



"Coaching Essentials" Training is about...



- Performance Enhancement
- Leadership and Clarity
- Supporting and Guiding
- Improving Results
- You, being "real"

What is Coaching?

Coaching is working closely with another person to effect individual change in their personal and/or business life

The Goals of Coaching are to identify the gaps, generate the breakthroughs, and maximise the contextual potential of your client. In today's world coaching is recognized as a primary path to performance enhancement and excellence.

There is a growing recognition of two things:

1. That great coaching skills are the secret behind top performers in business, life and leadership
2. That great coaches who can create the breakthroughs, are rare and in high demand!

Ordinary coaching training often just focuses on the clients' problems, goal setting and giving advice.

Coaching Essentials will focus you on solutions, engagement, behavioural change and personal leadership growth!

You will learn...

- Important Foundations of Coaching
- NLP Coaching Applications
- How to run your Coaching Sessions
- Life Coaching vs Business Coaching
- Identifying Your Core Field of Coaching
- Mind-Space: Creating Breakthrough Solutions
- Coaching Leadership & Motivation

On this Training you will learn and do core coaching skills.

Be ready to change your beliefs about what you can achieve with others!

This is an exciting opportunity...
to now be a part of **Coaching Essentials Training!**



Coaching Essentials with Mark Klaassen will cover the basic skills and tools of coaching...

Whether you are into -

- Coaching your staff
- Executive coaching
- Life coaching
- Business coaching
- Presenter coaching
- Relationship coaching
- Leadership coaching
- Team coaching

...You need the essentials to be your best effective self.

Mark as a Coach...

"Based on my personal experience I can highly recommend Mark Klaassen to any person or organization that is truly interested in making positive changes.

I found Mark has an enormous breadth and depth of mastery as a trainer and coach, drawing on his many years of experience as an NLP Master Trainer, as well as expertise in Spiral Dynamics, the Enneagram and many other tools that address change in the human dimension.

In addition, Mark showed up as a patient, caring and sincere counsellor who was willing to go the extra mile to assist me in starting down a new, more useful track in my life. I will always treasure the time I spent with him and look forward to working with him in future. If you are seeking a trainer or coach who walks his talk, Mark's the man for you."

David Chard
Regional Director,
Asia Pacific, Edelman PR

Coaching Essentials Training will provide core components of NLP coaching methodology.

Today, there is an increasing awareness of how essential EQ (emotional intelligence) is, to get the top jobs, deliver well, and still live life in a healthy and optimal way. Coaches are needed at every level to work with those who have potential, to make it.

Becoming a Great Coach doesn't take years. It takes ...

- A solid understanding of coaching process
- Ability to **engage** clients in the outcome path
- Well-practised NLP techniques
- Mastery in the art of personal change

All People in Business and Life at some time have been in the situation of knowing what they want to do, being potentially capable of doing it, but still not doing it. In these cases, goals plus desire are not enough.

Some definitions...

- **Training** - a set of activities that provide the opportunity to acquire and improve specific behavioural skills
- **Mentoring** - guidance and development of a protégé by a more experienced or senior person
- **Counselling** - guiding advice from a more knowledgeable person to a less experienced person in order to address specific issues and situations
- **Consulting** - providing expertise to diagnose, resolve specific problems, and improve current processes
- **Therapy** - a process of assisting a person to resolve issues

Boundaries between these areas can become blurred and the effective coach may need to engage in any or all of these, depending on the circumstances.

In some part, a diverse Coach may be called upon to do any of the above. However, without doubt, at the core of most successful Coaches, is their *ability to generate the change* their client needs and has the latent capability for.

Moving beyond basic coaching requires that you can handle basic coaching ... well! Get the foundations in place with **Coaching Essentials**, then move on with us to the **NLP Coaching Skillshop**. Level? Right up there! **Read On!**

Numbers are limited for the Live Coaching Skillshop ...so be sure to register with payment today!

Mark provided an on-going coaching service ensuring that we measure our effectiveness. I recommend Mark's services for his ability to ensure business remains focused on achieving 'Best Practice Management'. I believe Mark has helped my team and me to work together much more harmoniously and successfully."

Harry Howe, Joint Managing Director, SAKS

- ✓ **Learn It**
- ✓ **Become It**
- ✓ **Transfer It**
- ... The Gift of Change**



PLEASE NOTE: To attend **NLP Coaching** with Marvin and Mark, you are required to do **Coaching Essentials** first, unless you are a Certified Coach or have 2 years in an active coaching role. Basic coaching knowledge and skills will be assumed and not taught in the NLP Coaching Skillshop.

What the NLP Coaching Skillshop is...

It's a Skillshop for NLP Master Practitioners / Trainers who have coaching or on-job people management experience

It's a Skillshop for Coaches to upskill, transform and get the edge with **Change Creation Coaching using NLP**

Why do the NLP Coaching Skillshop?

- To learn how to facilitate Generative Learning and Transformational change through the coaching process

At the Skillshop with Marvin Oka and Mark Klaassen you will be getting the finest quality teaching and high quality feedback from two world-class NLP Master Trainers who also have extensive experience of Business & Life Coaching. You will be doing "Process" and "Generative" learning rather than content, so you will really raise your skill level and awareness!

The Skillshop includes...

- Live demonstrations on real issues
- Extensive practice
- Tailored personal feedback

In this Skillshop you will learn...

- How to facilitate individual change work within a coaching context (vs therapy or counselling) for business people and non-NLPers
- How to facilitate Generative Learning and transformational change through coaching
- Performance Coaching vs. Process Coaching vs. Generative Coaching: knowing when and how to do which
- Coaching for Identity Upgrading
- How to facilitate individual change using a conversational style
- How to identify and avoid the coaching trap of arriving at behavioural choices that don't last
- How to create and facilitate tailored belief change patterns on the go
- Advanced Calibration skills:
 - Noticing what matters and what doesn't
 - Making useful meaning of subtle signals / cues
 - Tracking verbal / non-verbal signals for critical coaching variables such as congruency, simultaneous and sequential incongruency, ecology, secondary gain, and 1st order outcomes
- How to identify the limitations of your client's model of the world that produce their problem state
- How to identify and facilitate the core epistemological and ontological issues of your client requiring new choices for change

The Trainers Outcomes...

Facilitating ways for you to learn how to establish a generative relationship with your client that enables a 'field of consciousness' for generative learning and change to occur!

Psychology assists people who are dysfunctional to function or cope...

An NLP Coach would assist people who are functional to become even better and more self aware, working with them to "be their best more often"...

The function of an NLP Coach is to facilitate lasting behavioural change for others

"Transformation" can be created with your clients

It's important that you understand yourself fully and embrace your own "CHANGE PROCESS" fully

"Marvin has the wisdom and mastery to make magic in peoples' lives ... he waved the wand and I am on a continuing journey of life change that is purposeful."

Gary Saliba, Australia



About your Trainers...



Marvin Oka... Certified NLP Master Trainer, Certified Master Modeller.

Marvin is on the Board of Directors for the International NLP Trainers Association (INLPTA) and he's also the originator of Neuro Behavioural Modelling (NBM). Marvin has trained hundreds of NLP Practitioners, Master Practitioners, and many of the worlds top NLP Trainers and corporate trainers, both in Australia and internationally.

His powerful Generative Learning methodology brings a whole new dimension to NLP training ... and adds to the student's learning experience. Marvin works as a professional behavioural modeller and specialises in organisational whole-system change, culture shaping, leadership development and strategy development. Wyatt Woodsmall says that Marvin Oka is the most skilled NLP Master Trainer in the world...



Mark Klaassen... Certified NLP Master Trainer (INLPTA), BTheol, Cert HR (Auck), SD I & II (NVC, USA).

Mark's background is in banking, business consultancy, community services, strategic planning, training and human development. Training and Consulting to businesses throughout NZ, Australia and internationally, Mark utilises and teaches skills in NLP, Spiral Dynamics, accelerated planning and organisational change.

Many years working in community services, local government and corporate business gives Mark a unique blend and view of people. Mark's personal approach and wide variety of skills, strategies and flexibility in his training style makes him invaluable to people development, systemic thinking, change technology and business success. Mark also runs his own executive coaching practice.

Marvin Oka

"Marvin – Master magician, master mentor, master trainer, master performer, you must be the greatest talent on a stage of NLP on earth. I am hugely privileged to have been able to share your life changing power and will cherish this experience for the rest of my life. I have met some of the world's most brilliant minds and trainers and am blown away by the sheer power, compassion and profound insights received."

Greg Laws,
Consultant & Trainer.

"Marvin Oka is the most skilled NLP Master Trainer in the world ... hence many experiencing his teaching and stagecraft refer to him as Magical Marvin."

Wyatt Woodsmall,
INLPTA Director

Mark Klaassen

"Thank you Mark and Eileen 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 making a real difference in the NZ community. Mark – your students are of a high calibre, they have great attitude. Based on what I've seen of your students, you are an excellent NLP Trainer."

Marvin Oka,
Co-Founder INLPTA.

"Mark communicates his message in magic ways and this is reflected in how quickly your time goes by, unlike the magician - you are taught the tricks, nuances and slights to communicate at a higher level."

Paul Carrick, Director,
Vault Financial Group.



Investment Options, Dates & Times...

COACHING ESSENTIALS Training with Mark Klaassen

- Tuesday 14 & Wednesday 15 July – Daily: 9.30am – 6.00pm
- Investment \$695+GST (2 days) in full by 1 July 09
- **Early Bird** \$495 in full by 20 May 2009. *Deposit \$200 Essential for Placement.*
- **Your Coaching Essentials Training Investment Includes:** Training, Course Materials; Morning Fruit & Afternoon Tea

NLP COACHING Skillshop with Marvin Oka & Mark Klaassen. *Numbers are Limited for this event.*

- Thursday 16 – Saturday 18 July. Daily: 9.30am – 6.00pm
- Investment \$2495+GST (3 days) in full by 1 July 09
- **Early Bird** \$1395+GST in full by 20 May 09. *Deposit \$200 Essential for Placement.*
- **Your NLP Coaching Skillshop Investment Includes:** Training, Course Materials; Morning Fruit, Lunch & Afternoon Tea.

BOTH EVENTS...

- Investment \$2795+GST (5 days) in full by 1 July 09
- **Early Bird** \$1595+GST in full by 20 May 09
- *Deposit \$200 Essential for Placement.*

Venue: Barrycourt Motel & Conference Centre, 10-18 Gladstone Road, Parnell, Auckland

Accommodation: Chalet Chevron B&B (5 mins walk from Venue) 10% Discount for NLPers

Registration Form: Your Investment Option \$.....+GST TOTAL:.....

First Name:..... Last Name:.....

Company Name:..... Occupation:.....

Mailing Address:.....

Telephone (Bus:..... (AH):.....

Fax:..... Mobile:.....

Email:..... Referred:.....

Your Signature:..... Date:.....

My NLP Master Practitioner Trainer was:

Payment method:

Cash Cheque Company Invoice **Direct Credit** Credit Card

Direct Credit - Communications Plus Ltd, ANZ Newmarket Account # 01 0194 0216511 25

Credit Card - please circle one: **VISA Mastercard Bankcard AMEX**

Administration Charge for credit card transactions 3%

Name on Card:.....Signature:.....

Card No.:.....Expiry Date:.....

Please note the terms and conditions of enrolment into CPL's courses:

- Withdrawal/Transfer from the course after enrolment incurs a minimum 10% fee for administration costs.
- Withdrawal from the course within 1 month prior to start date defaults 25% of the course fee.
- Withdrawal from the course within 2 weeks prior to start date defaults 50% of the course fee.
- Withdrawal from the course within 1 week or after commencement of start date defaults full course fee.