



Advanced Communication Skills for Managers

An intensive two-day workshop introducing the advanced communication skills of Neuro Linguistic Programming (NLP) and its effectiveness in management

It is for both in-house PR executives and those in consultancy

PROFESSIONAL
£525*



*For companies in the PRCA or delegates in the CIPR. Full price £635+VAT.

Aims of the course

Delegates develop their management skills using one of the most flexible, effective tools available - Neuro Linguistic Programming (NLP). NLP provides the tools, a set of guiding techniques, to achieve excellence. Delegates are introduced to some basic NLP techniques and have the opportunity to develop and acquire highly individual skills that can be used in all situations.

Delegates learn how to:

- Listen to their conscious and unconscious minds
- Lead from the front
- Understand the position and needs of other people
- Achieve personal excellence
- Create effective strategies for success
- Become a more effective manager

COURSE CONTENT

The Power of Change

Understanding effective change. Knowing what you want and understanding the needs of those around you.

Personal excellence and modelling those around you. Changing experience and behaviour to create success.

The Power of Action

How to empower yourself and those around you. Understanding behaviour. The effectiveness of well-formed outcomes. The technology of goal achievement. From words to outcomes.

The Power of Influence

Purpose, intentions and outcomes. Connecting with others in all situations. Gaining trust and creating rapport. The difference that empowerment makes and how to create that difference. Leading with respect to get results.

Personal Power

How to achieve personal, as well as professional, goals and help others to do the same. Understand the autopilot of your unconscious mind. Values and outcomes. Matching with congruence.

The Power of Words

How to use simple yet powerful language patterns. Understanding the effect that language has on ourselves as well as others.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider