

NLP for Managers

An intensely practical, one-day workshop on applying some of the concepts of neuro-linguistic programming to unlocking excellence in others and in yourself.

It is equally applicable to in-house PR executives and consultants.

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Delegates are introduced to principles of Neuro Linguistic Programming (NLP) that will develop their skills in management, communication and creativity.

NLP tracks the links between patterns of thought; patterns of speech; and patterns of behaviour. It provides an approach and a set of tools for achieving excellence, both in yourself and in others.

Delegates learn how to:

- Model excellence in others
- Enhance their own creativity and that of their team
- Understand how other people think
- Reduce communication misunderstanding by recovering "lost" information



PR Training Provider

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COURSE CONTENT

The Principles of NLP

To get the most out of this powerful tool set, you first need to understand the origins of Neuro Linguistic Programming and the principles that underpin it.

The Four Pillars of NLP

The four key skill areas that NLP can teach any manager: rapport; sensory awareness; outcome orientation; and behavioural flexibility.

When you understand and can apply these principles, you can generate new solutions to challenging problems.

Modeling Excellence in Others

Developing the ability to identify "the difference that makes the difference" by modeling excellence in others. This is at the heart of NLP. Imagine learning how to work out the strategies of excellence used by role models, then using them yourself and being able to share them with others.

Models for Managers

As well as learning how to model excellence in others, in this workshop we will share some of the most useful models of excellence already developed. These will include:

- Diagnosing performance blocks and creating team alignment using the logical levels model
- Unlocking creativity with the Disney strategy
- Understanding others better using meta programmes
- Improving communication & reducing misunderstanding with the precision language model