



NLP Certificate in Leadership



Why the NLP Certificate in Leadership?

Are you a director, manager, business owner or professional who wants to take your career to the next level?

Do you want to become a leader that others want to follow?

Do you want to have the skills to enable your leadership journey to be much easier?

If so, then on this course you will learn how to model the traits and skills of truly inspirational leaders so that you can become the kind of leader people will naturally follow. You will learn how to create a culture of success that inspires others to perform as well as become a confident and charismatic public speaker. This course will give you the edge to take your career or business to the next level.

Who is the course for?

This course is for you if you are a business owner, manager, director, leader or want to become more successful within business. This course is designed for you if you are interested in professional development and are motivated to learn and develop your career. If you are curious as to what makes an inspirational leader, the psychology of excellence/success and are curious as

to how you can use NLP to create greatness, then that is what you discover on this course... and so much more.

If you have answered yes, to the above and work within the public, private or professional services sectors, then the NLP Certificate in Leadership is tailored for you.

What you will learn:

Module One (NLP Diploma)

You will learn how to:

- **Improve your relationships** by communicating powerfully with others in a way that avoids conflict (The NLP Communication Model)
- **Easily and effortlessly change your emotions** so that you always have the resources to deal with any situation (The Mercedes Model)
- **See the world and your business through a new and intriguing lens** (The NLP Presuppositions)
- **Create great states** by tapping into resources such as confidence, happiness and calm whenever you choose (NLP anchoring technique)
- **Put yourself in the driving seat of your own life and career** by identifying what you can influence and letting go of what you can't
- **Deepen your understanding of your thoughts and feelings around business** by understanding the role of the unconscious and conscious minds
- **Focus your attention on what you want within your career** rather than what you don't want to increase success and create change
- **Set super-charged and realistic goals for you and your business** using Timelines and Well-formed Outcomes
- **Discover the power of language** to change your own state and to build rapport with others
- **Build instant connection with others** by matching your body language, voice and language to their preferences.

Module Two (as per the NLP Practitioner)

You will learn how to:

- **Identify how your brain codes experiences** using the 5 senses (Submodalities)

- **Create more empowering states and beliefs around your career** (NLP Contrast Analysis and Mapping Across technique)
- **Become the best version of you** (NLP New Behaviour Generator)
- **Improve communication and outcomes** through framing and reframing
- **Make significant changes through the power of language** (Meta Model, Milton Model, Metaphor)
- **Find out how others achieve excellence** (NLP modelling)
- **Discover the programs that create the structure of your personality** and how to use these insights within your working environment – from communication, selling and influencing through to recruiting and leading your team (NLP Meta programs)

Module Three

You will learn:

- **The Needs Based Leadership Model** (by Joe Cheal) that enables you to lead in a way that will deliver positive and useful outcomes to all involved.
- **Create a compelling vision and mission** that inspires others and drives improved performance (Neurological Levels).
- **Understand your own values and how to discover those of others** to ensure consistency and effective delivery of your vision.
- **Build your own capability, resources and talents** (Leadership chi ball and Leadership Ladder)
- **Delegate in a way that motivates and inspires others** (Neurological levels)
- **Work with others to enable change** and create a culture that successfully delivers your vision (NLP Modelling)
- **Lead change successfully** in an ever-evolving environment (Leadership Types and Neurological Levels)
- **Become an innovative problem solver** (Disney Creativity Strategy/SCORE Model/Cause Audit)
- **Make appropriate decisions** even in complex situations in a timely manner (Wise Decision Making Model)
- **Tap into your own creativity** and that of others to innovate and enable business growth (Strategies – motivation and decision making and Disney Creativity Strategy)

- **Negotiate and influence others** so you can get the best from individuals, teams, stakeholders and peers for the benefit of your organisation (chunking)
- **Discover how to overcome procrastination** with NLP
- **Discover the 3 Ls Stress Model** to enable you to be more resourceful within business situations.
- **Become a confident and charismatic public speaker** (Charisma Strategy, nested oops, metaphors, 4 MAT system)
- **Feed back to colleagues in a supportive way** (The Feedback Model)
- **Model excellence** within the leadership field so as to apply this learning to enhance your career (NLP Modelling)

The programme includes a leadership modelling project as well as a presentation.

Accreditation, Course Dates and Your investment

Our NLP Certificate in Leadership course is 12 days in duration. It is accredited by the ABNLP (American Board of NLP) which is internationally recognised.

Please see website for the next course dates:

<https://www.achieveyourgreatness.co.uk/NLP-Certificate-In-Leadership>

Your investment is £2,200 which is an all-in price and includes;

- Your NLP Certificate in Leadership tuition
- Your course manual
- Assessment and Certification which is accredited by the ABNLP
- 8 half price coaching sessions (£75 per hour, normally £150)
- You choose whether to study in person in Essex or via Zoom
- Access to the audios from the course for your own use

You are responsible for getting to and from the course plus any accommodation, refreshments etc. that you may need during the course. Tea and coffee will however be provided when training face to face.

Interest free monthly payment plans are available upon request.

If you are already an NLP Practitioner, please contact me as this may give you credit towards this course and enable you to just complete the final module at a reduced investment of £800.

How to book:

Booking is easy, I need a £250 deposit to secure your place and a completed booking form.

Please email me and I will send you the booking form;

emma.mcnally@achieveyourgreatness.co.uk

Upon receipt and acceptance of your booking form, I will send you your invoice so you can pay your deposit.

Size of group:

I deliberately have smaller classes on our courses as I believe that if you feel comfortable, safe and supported, whilst having fun, then your learning experience will be deeper, richer and more enjoyable. Therefore, the trainee to trainer ratio for any online element of the course, is approx. 6 to 1 i.e. for every 6 participants there will be one trainer or assistant. For the face to face sessions, the ratio will be 12 to 1. There will be assistants present at times throughout the course and the trainer will be available throughout the course and within break times if additional support is needed. The maximum class size will be 16.

About me... your NLP Trainer

A long time ago now, I was let into a secret – a secret that literally changed my life. That secret was NLP.

It is now my mission in life to spread this secret far and wide – to help you to live a happier and more fulfilled life. Whether you are an entrepreneur, a business owner, a manager, a parent, an educator, a health worker, a coach, somebody who wants to help others...or indeed just committed to getting back in the driving seat of your own life, I can help.

The way I run my business is like a family – once you have trained with us, you are one of us (if you choose to be!). You become part of a close-knit, supportive community who will become your cheerleaders!



I create a safe, supportive and fun space for you to discover who you REALLY are once all the “shoulds” and “musts” and “have tos” have been removed. I will support you to look deep inside yourself and ask yourself THAT question: what do I really want? And I will teach you the tools and techniques to get there.

Alongside my NLP training qualifications, I have over 30 years' business experience in the public and private sector, an MBA (Masters Degree in Business Administration) and an ILM Level 7 Certificate in Executive Coaching and Mentoring. That means that I approach my training with insight and strategy gleaned from multiple industries and disciplines. And that means that YOU can be sure that you are receiving professional training at the highest level.

What if I can't attend the whole course?

Wherever possible, I encourage you to attend the sessions, as this is where you can really gain the insights to fully understand and be able to successfully apply NLP and pass the course.

I will however, be as flexible as possible (within the awarding body requirements), so please do speak to me if you have any questions on attendance, so I can design an appropriate and personalised catch up plan for you.

How will I learn?

For every topic, you will firstly understand the benefits of learning the subject; why you may want to learn what I am going to be sharing with you.

You will then learn about the history, research, science, real life examples, etc. before exploring the actual process.

Where applicable, there will be a demonstration of the process which will be followed by an opportunity for you to work with a partner as Practitioner and as a client.

Finally, you will have an opportunity to discuss your learning, ask any questions you may have and discover how you can apply what you have learnt in your own personal or professional situation.

Will I need to study in my own time?

I recommend that you re-read the manual after each session and practice the subjects you have learnt, so as to really embed your learning.

In addition, there will be an assessed presentation and an assessed modelling project at the end of the course, therefore private study time will be required to ensure you are fully ready and at the required level to pass.

How will I be assessed?

To pass the NLP Certificate in Leadership course, you will be assessed throughout the whole course in terms of understanding, participation, contribution and application of the learning. It is at my discretion as to whether you have met the expected level and I will give constructive feedback, should this be necessary.

In addition, you will have an assessed presentation and assessed results from your modelling project on the final day of the course. I will work with you throughout the programme to ensure that you are ready for these elements.

If you are not yet at the level required, then provided it will be beneficial to yourself and for the rest of the group, you can revisit on a later course to deepen your understanding. You will receive a certificate of attendance for the course dates attended until you achieve the relevant level required for full certification.

What happens after the course?

On the third Wednesday evening of the month I run NLP Practice workshops, which you would be more than welcome to attend and run quarterly NLP Supervisory sessions if you are using your NLP skills with clients. In addition you can go on to study the NLP Master Practitioner course.

Cancellation Policy

If you need to cancel a course within 14 calendar days of booking, without giving any reason, you are entitled to a full refund of any money paid to date.

If you decide to cancel after this 14 day period, then you will be issued a refund (excluding your £250 deposit) or you can transfer to another course for free.

If Achieve Your Greatness cancels or postpones the course, then you will be entitled to a full refund and I will give you as much notice as possible.

Achieve Your Greatness is not liable for any additional costs such as accommodation, travel etc. as a result of cancellation.

If Achieve Your Greatness requests that you leave the course for any reason, then a pro-rata refund will be provided once all learning materials have been returned.

What further support is there?

If you need further support, please contact me in the first instance as to your needs and requirements.

You have 8 half-price coaching sessions as part of the NLP Certificate in Leadership course, so if something occurs within the duration of the course of a personal nature that you would prefer to work though on a one-to-one basis, then you can book one of these sessions. It is best to speak to me or one of my assistants as soon as possible, so a good solution can be found for you.

What previous attendees think?

I am thrilled every time we receive feedback, as I know that NLP is helping so many people to achieve greatness in their lives. If you would like to discover what other participants think, then you can read their reviews via [Google My Business](#).

"Simply amazing - learning to learn. It works brilliantly because it is project based."

"Absolutely excellent - it has changed the way I do everything, work, projects, engaging etc."

"Excellent. I have never laughed so much but also learnt so much. This course has changed my life."

Money Back Guarantee

100% money back guarantee. If you book onto one of my programmes and are not entirely satisfied, you can request a full refund within either the first 1/4

of the course or full day, whichever is the shortest. I will issue a full refund and also give you a free 60 minute Zoom coaching session so as to support you as much as I can.

Appeals Process?

In the first instance, please contact me, Emma McNally, Company Director and if for whatever reason you are not happy with my response, then you can contact ANLP – the Association of NLP, as they will consider your appeal and help to resolve any disputes that may arise.

If you have any questions or special requirements, please contact me, Emma McNally either by email (emma.mcnally@achieveyourgreatness.co.uk) or via the phone 01245 658322.

I look forward to sharing more NLP with you very soon.

Emma x