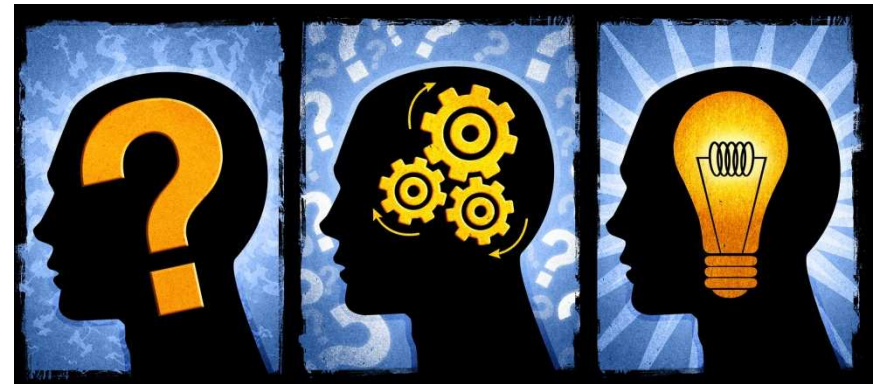




Neuro Linguistic Programming (NLP)



To book a session or request further information, please contact:

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NLP

Are you ready for personal transformation and to radically improve the way you communicate with others? All our interventions incorporate cutting edge NLP methodologies designed to speed up the process of change, and facilitate your quest for excellence. However, we also provide a range of specific NLP trainings that allow you to apply these powerful methodologies to your specific sector and service areas.

Neuro Linguistic Programming (or 'NLP') explores the relationship between how we think (neuro), how we communicate both verbally and non-verbally (linguistic) and our patterns of behaviour (programmes). The purpose of NLP is to study, describe and transfer models of human excellence. This core activity is termed 'modelling' and through this process individuals are able to raise their performance in all areas of their lives.

Utilising NLP techniques allows individuals to sharpen their observation and listening ability and enables them to identify patterns in people's behaviour and language so that they can respond at a much deeper level and, as a consequence, communicate more effectively. NLP can be used in a multitude of settings. For example: to improve relationships with others (e.g. colleagues, customers, friends, and family); as part of personal development (e.g. coaching, and accessing more resourceful states); in Therapy (e.g. overcoming phobias or addictions); in Education (e.g. developing more effective spelling strategies, or improving concentration); in Sales (e.g. developing excellent rapport, understanding a person's buying strategies and closing the deal).

NLP interventions range from half day 'Bite Size' sessions to 15 day certified practitioner and master practitioner courses. All courses incorporate 'New Code NLP' a cutting edge technology pioneered by John Grinder (the co-creator of NLP) with his partners Carmen Bostic St Clair and Michael Carroll. All courses can be adapted to meet the client's specific business challenges.

Case Study

As part of Customer Service week, the organisation wanted to actively promote the need for more effective communication with customers. Traditional customer service training had provided staff with standards and processes, but had failed to deliver any meaningful behavioural change. Staff had inconsistent approaches to customer service and many did not regard their colleagues as 'internal customers'. Due to the considerable changes taking place in the organisation, morale amongst the staff groups was poor, with many experiencing a lack of control over aspects of their work. As a result, there was a tendency to focus on the negative, and to believe that it was not possible to effect change.

A series of 'bite size' sessions was introduced, aimed at 'enhancing the customer experience through NLP'. Each bite size session focused on specific aspects of NLP such as building rapport; cause-effect; reframing; state management; perceptual positions. The sessions were offered to all employees within the organisation on a voluntary basis. Bespoke sessions were also offered to specific service teams.

There was a noticeable shift in the mental frames for each group of delegates attending the short sessions. By applying NLP techniques to their day-to-day experiences, delegates were able to effect change immediately. Energy levels were consistently high in each session, and delegates were keen to practice the techniques both at home and work. Feedback immediately following the sessions and sometime later, indicated that individuals felt more confident that they could take control of their lives, and could deliver a higher quality of customer service.

"One of the best sessions I have ever attended...I went home after the session and used the techniques with my daughter - worked brilliantly!" SH, Service Manager

