



to search
to learn
to teach



Inspiring Healthy High Performance

Business NLP

*Essential Skills Programme
for Leaders and Managers*

26-30 January 2008 (Berkshire)



“...real world examples, practical ideas and inspired advice, this programme is a guide to mastering the most important elements of leading, managing and achieving high performance.”

Operations Director

R&A Consultancy & Training

18 Holmes Close, Ascot, Berkshire, SL5 9TJ

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Business NLP

R&A Consultancy & Training, To Search, To Learn, To Teach.

DEVELOPED BY

Colin Reeve

“Leading is no longer the preserve of the bosses because in this fast paced, impatient world everyone has a leading role to play.”

Colin Reeve, from:
“The Way of Artistry & Grace”

YOU WILL LEARN TO:

- Grow a high performance culture.
- Work with vision, mission and values.
- Develop your natural leadership style.
- Communicate and listen with increased precision and mastery.
- Set goals in a way that makes them exciting and compelling.
- Reverse negative attitudes.
- Build excellent rapport in any situation.
- Use advanced influencing and coaching skills.
- Deepen your understanding of others and develop stronger relationships.
- Change unwanted behaviours and break out of old habits.
- Become more confident by building and using fear free states.
- Free yourself from limiting or conflicting beliefs.
- Present your ideas to others in a way that makes your message more compelling.
- Develop the essential tools for creating consistently high performance.
- Release your potential and prosper.
- Develop stress free high performance.

NLP: Essential Skills Programme

NLP is the study of human excellence. It is a revolutionary approach to human communication and development. It is the new technology of achievement that will enable you to move from where you are, to where you want to be.

NLP provides the technology, the practical tools and the specific step by step procedures to enable you to release potential, improve performance and get the results you desire.

During the programme you will practise and build the skills and ways of thinking that, when applied, will have a dramatic influence on your life, helping you get more from yourself and those around you with less effort and more enjoyment.

This training brings you the supreme practicality of NLP in a comprehensive programme of learning that has been specially designed to meet the needs of anyone working in business today, to help them achieve the success and prosperity they desire.

Connecting NLP to Business

The world of business is an impatient world. Organisations are under pressure to become more efficient, to improve quality, reduce costs and increase output or sales. They may need to offer better service, become faster and more flexible. To do this they are cutting down the layers of management and giving more discretionary space to those closest to the product and the customer.



“Using NLP the programme explores the art of natural leading and reveals the skills, practises and techniques that exceptional leaders use to inspire extraordinary performance in others.”



People at all levels are being asked to change, to take on more responsibility, to extend their skills. Organisations are being asked to develop cultures of leadership in which every employee takes on responsibility for the success of their part of the business.

The Future

Skills required for the future are those, which allow us to effectively and efficiently move towards and manage the future, amid the challenges of uncertainty, ambiguity and change. The winners of the future will be those leaders who can develop motivational cultures that will enable potential to be released, and the energy of all employees to flood into the organisation.

NLP offers Managers and Leaders the skills, tools and processes to do this quickly and effectively.

Your Programme Leaders

Colin Reeve has been working as a consultant, a coach, a trainer and a mentor to Business Leaders for the past 16 years. He has worked with Boards of Directors, Leaders, Managers, Sales and Production Teams, helping them develop the appropriate skills, behaviours and attitudes necessary to make themselves and their businesses more successful.

Starting his working life in the Engineering Industry in the North East of England, he worked his way from Craftsman to Senior Executive to Management Consultant.

Colin is a fellow of the CIPD. He studied NLP at the University of California and qualified as a Master Trainer. He also travels around the world as a Teacher of Karate-do. He combines his business experience, NLP skills and the mysteries of the Martial Arts into a unique blend that makes the learning powerful and enjoyable. Colin is also the author of *“The Way of Artistry & Grace”*.

Mark West's background includes 10 years in senior management positions in the Broadcast and IT sectors. He has operated as a General Manager, Operations Director and Business Development Manager and has worked extensively in an International environment. Mark began his formal business career as a qualified Finance professional in global pharmaceuticals.

With an MBA from Henley Management College, his research focused on excellence in customer service, suggesting that while systems and processes could improve performance, it was the skills, attitudes and deeply held beliefs that really made the difference. This realisation encouraged Mark to further explore human behaviour, motivation and sustainable high performance. Practicing Karate-do since 1975 has also provided valuable insights into how new learning is converted to deeply held wisdom.

A member of the Californian-based NLP University Global Training and Consulting Community, Mark is an NLP Trainer, Consultant and Master Practitioner.

The supremely practical skills of NLP taught by experienced business leaders and master trainers in a way that ensures you can apply the learning and have an immediate impact on your business, yourself and on those around you.



Learn NLP from People who know more than NLP

Our consultants are up to date with the needs of modern business. They have all experienced success as Senior Managers and continue to work on a daily basis with some of Europe's biggest and best known companies.



Business NLP

Essential Skills Programme for Leaders and Managers

26-30 January 2008 (Berkshire)

DATE OF PROGRAMME: _____

To book a place on this programme please complete the form below. You can either send it to R&A at the address below or fax it to +44 (0)1344 625042. Alternatively please email the details to Lisa A Finch - lf@raconsultancy.com. Course Fees must be paid in advance of the programme. Cancellations made within 3 weeks of the programme will be charged in full. Prior to that time a 50% cancellation charge will apply.

YOUR NAME _____

COMPANY _____

ADDRESS _____

POSTCODE _____

EMAIL _____

TELEPHONE _____

PLEASE INVOICE COMPANY :

CHEQUE ENCLOSED :

The cost per person is £1695 +VAT (£1991.63). This includes: comprehensive course materials (including a "Journey to Prosperity"® life plan), plus coffee on arrival, morning coffee, lunch and afternoon tea each day. To ensure the quality of the programme, there will be a maximum of 16 delegates attending.

The programme starts at 10:00am on the first day, subsequent days will be 9:00am to 5:00pm. There will also be a special learning experience on the penultimate evening (Tuesday).

CERTIFICATION

This programme will give participants the opportunity to become members of the ANLP

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Booking form



David Charlton



Ernst & Young Entrepreneur of the Year
recommends Business NLP with R&A and says
“If you do one course in 2008 - do this one.”

Dave Charlton on Leading in the High Street

“Dream - set the direction - select the people - release the talent - do the maths”

Dave Charlton on Business NLP with R&A

*“Don't hesitate - do this training and have your teams do this training.
If you have a limited budget and/or limited time still invest them on this training.
If you want to release energy, create an entrepreneurial spirit within
your business - do this training.
If you don't like training - do this training!”*



David Charlton is not a man to be defeated. When his first business, a luxury goods outlet, folded ten years ago he dusted himself off and started again.

Having tasted failure, Charlton, who is 47, knows that running a successful retail business requires a delicate juggling act, but believes there is no other role for him. “Being an entrepreneur is as natural as breathing for me.” he says.



KING OF THE DISCOUNTS
HAS DESIGNS ON TOP GEAR

One of the pioneers of discount clothing is moving up-market, in a stark warning to rivals Primark and Matalan that the sector is becoming saturated.

Now he plans to transform all of its 190 stores with a smarter image. Charlton, hailed as Entrepreneur of the Year by Ernst & Young, is a shrewd operator. In the year to August, The Officers Club made £6m pre-tax profits on over £100m sales.

Largest Men's Value Retailer in the UK
400 shops in five years
£50m fortune

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What delegates have said...



"This great course showed me how to give 100% to the listening process so that I now understand problems fully and the NLP tools have given me the flexibility to solve them."

David Yearsley
Business Development Manager



"The techniques I learnt on this course have had a powerful effect on my work and the way I perceive my whole life. Colin Reeve's skill is such that he makes the material relevant to everyone present, whether leaders in the private or public sector. Working with him and his colleagues has been a real privilege. I cannot recommend this training highly enough."

Lizzie Paish
Teacher

"The course is indeed life changing. It empowers the individual to take an advanced level of ownership / responsibility for every situation. It enables us to search at deeper levels for answers. I am truly inspired to teach the principles of NLP as it has already helped accelerate me towards my (life) goals."

Tony Cockle
Managing Director



"The coaches displayed a superb level of skill. The relaxed environment and the focus on doing was immensely helpful, it practically guarantees that the learning will be applied when the course is over. The 'Applied NLP' evening was truly extraordinary."

Jonathan Brown
Corporate Training Manager

"Colin is truly inspiring and his ability to nurture and develop the group over the few days is tremendous. I have learnt techniques which I can use in all aspects of life to help others and to manage - thoroughly recommended."

Clare Mitchell
Sales Manager

"I have never felt so capable in terms of what will happen next."

Tim Barbary
Purchasing Manager



"Thought provoking, demanding, enlightening, if you want to change or make change happen, Business NLP turns the complex issue of dealing with beliefs and behaviour into understandable practical solutions."

Glynn Addy
Head of Training

"Such a small price to pay for a five day window that really shows you that there is a way to re-shape the rest of your life should you choose to do so."

Neal Owen
Sales Director



"The course has given me the skills and opportunity to refocus on what is important so that I can be more effective."

Tim Roberts
Graduate Training Manager



*As featured on
Meridian News*