The GWiz Learning Partnership is proud to host:

**Introduction to Attention Shifting Coaching**

With John Overdurf

This four day training is an original blend of HNLP, classic NLP, neuro-science, wave synthesis, and quantum mechanical principles. It focuses on new ways of conversationally shifting our attention to transform many common coaching issues through our most fundamental perceptual processes.

This ground-breaking model uses John’s ‘Coaching Beyond Goals Model’ as a jumping off point. It expands and simplifies how powerful change work can be done at the level of attention. This new model, **Attention Shifting Coaching, (ASC)** uses advanced conversational use of representational system, sub-modalities, spatial/temporal and inductive language. The result is process-oriented coaching that works directly with unconscious activation and change.

So consider:

- What is the **structure of unconscious change** that every effective classic NLP pattern uses?
- What is the **most fundamental perceptual process in our nervous system**? (even more basic than sub-modalities or even the universal modelling processes)
- How can you easily harness this process to **create significant shifts** in your life or your clients?
- What is the **Quantum Zeno Effect** and how can it be used in everyday life and specific coaching processes?
- How can you conversationally create elegant **inductive language patterns to create trance and significant change**?
- How can you use wave synthesis to **decode and transform the structure of experience**?
- What are early developmental linguistic markers that can be used for **conversational sub-modality interventions**?
- What is a simple model you can use to **combine all of these elements** into your coaching approach?
- How can you use the **Attention Shifting Coaching Model** to produce hypnotic phenomena and to segue into formal trance work?

Interested in any of this? If so, we invite you to attend.

**Recommended prerequisites for this workshop:**

1. NLP Practitioner Certification or equivalent relevant training
2. Previous attendance at Coaching Beyond Goals, Beyond Words or listening to The Inner View - Overview of Coaching Beyond Goals MP3 available at www.johnoverdurf.com is recommended
3. An open mind

For more information, contact Melody Cheal: melody@gwiztraining.com or 01767 640956
Meet the Trainer: John Overdurf

John Overdurf is an established therapist, coach and Trainer of Hypnosis and NLP. For over 20 years he has worked with clients and students inspiring them to reach their potential in their careers, personal life and athletics.

John has a degree in Psychology and was a Certified Addictions Counsellor (C.A.C.) for over fifteen years. He began his career as a full time therapist in the Detoxification Unit before graduating from college. He entered graduate school, but soon became disillusioned with how impractical it was, compared to what he was dealing with in the ‘real world’ of mental health and drug and alcohol treatment. After working in the ‘trenches’ of mental health and addictions, he launched a very successful private practice at the age of 24. As he began to work with his clients, he became frustrated with the limitations of traditional approaches to therapy and began searching for a new approach.

During his search, John discovered the benefits of Hypnosis and NLP. Integrating these tools into his practice, he was able to work with his clients in an entirely new way, and they were able to make profound changes in their lives. Because of his effective style, he became known the ‘Therapists’ Therapist’ as many of his clients were therapists who needed to work through their own issues. While maintaining his private practice, he was a frequently requested speaker and consultant, working with several colleges and universities. He developed the first Drug & Alcohol and Wellness programs in the Lancaster area and was an adjunct Psychology Professor at Elizabethtown College for five years. When working with the colleges, he enjoyed integrating NLP into the processes of teaching, learning and athletic performance, and as his passion grew toward education, NLP and Hypnosis, John made the transition from ‘public teaching’ to ‘private teaching’ when he began conducting Hypnosis and NLP seminars full time.

Since 1989, John has trained and certified thousands of people around the world in NLP, HNLP, Hypnosis and Coaching. His current focus is Advanced Training and Supervision. He works with Coaches, Practitioners and Therapists in the area of Hypnosis and NLP so they can master the skills that will have the biggest impact and create changes in their lives, as well as the lives of their clients.

When John isn’t teaching or coaching, you may find him doing one of his favourite activities that include song-writing, yoga, working out, cooking and playing one of his guitars.

To find out more about John visit his blog: http://www.johnoverdurf.typepad.com/

For more information, contact Melody Cheal: melody@gwiztraining.com or 01767 640956