



inspiring natural potential...

THE BUSINESS CASE FOR NLP





Why NLP?

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NLP (Neuro-linguistic Programming) could be described as the psychology of excellence and the science of change. Through understanding more about how the mind/brain work (neuro) and how language affects us (linguistic), a practitioner is able to initiate and sustain change (programming) on a personal, interpersonal and organisational level.

Training, learning and development, particularly in 'people skills' and 'personal development,' has traditionally been challenging to measure in terms of bottom line, financial results. This is because the 'ends' are often hard to narrow down to a specific piece of training (sales and negotiation training being an exception). For this reason, organisations often measure the 'means' by using competency frameworks as a way of creating measurability of performance and behaviour. The GWiz NLP Competency Framework should translate/map across to any organisational competencies.

Rather than asking what is the immediate return on investment from an NLP practitioner course, it makes more sense to ask what an organisation needs to stay in business or make a profit? The answer is usually 'customers', 'members' or 'end users' of some kind. In order to create customer benefit, not only do we need a good product, service and selling point, (if Tom Peters and Waterman are correct) the organisation needs good systems, structures, strategies, shared values, staff, skills and leadership styles. Although NLP is not a panacea for all these factors, it can have a massive positive impact through the people that create, manage and deliver these factors.



The GWiz NLP Competency Framework

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After attending the NLP Business Practitioner course and implementing the course material, we would expect participants to have enhanced their competency in most (if not all) of the following areas:

Self Management

- Showing organisational skills, taking action rather than procrastinating
- Demonstrating a positive attitude and self motivation
- Expressing confidence and a feeling of being in control of self and feelings
- Managing stress levels, being lighter and having fun
- Demonstrating creativity where and when appropriate

Effective Communication Skills

- Understanding others and communicating in their terms
- Demonstrating assertive behaviour, knowing boundaries, being firm but fair
- Communicating clearly and effectively
- Presenting information (and themselves) effectively in front of an audience

Interpersonal Skills

- Working well with others
- Handling differences and working through conflict
- Showing confidence and effectiveness in negotiations, sales and influencing

Emotional intelligence

- Putting themselves in other people's positions, seeing things from other perspectives
- Managing emotional states in self and others
- Expressing feelings appropriately

Management Skills

- Coaching in an appropriate manner: from 'tell and teach' to 'questions and support'
- Delegating clearly and in a manner that reduces risk
- Handling and organising change effectively
- Solving problems by digging down efficiently to the specific nature of an issue
- Establishing well formed outcomes and goals

'Meta' Skills

- Improving performance continuously through modelling best practice
- Demonstrating flexibility of thinking, from detail to bigger picture
- Considering consequences of actions and decisions



Why The GWiz Learning Partnership?

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Melody and Joe Cheal of The GWiz Learning Partnership have a huge experience of both NLP and the business fields of leadership, team and organisational development.

They have been running courses, consulting and coaching since 1993 (which was also the year they qualified originally as practitioners of NLP) and consider NLP to be a useful part of a larger toolkit rather than using it exclusively. Indeed, when working in the business setting they tend to integrate NLP with many other psychological models (Melody has a degree in Psychology and Joe has a degree in Philosophy and Psychology).

During the Practitioner course, because of their experience and joint passion for continuous learning, they are able to demonstrate plenty of business applications and examples, whilst referring and comparing NLP to other management and business models.

When running an open NLP Practitioner course, they usually work with a maximum of twelve people. This allows course delegates to be true participants rather than just one of many members of an audience. They have found that this approach allows participants to *really* learn and understand the material, rather than have a superficial grasp of how NLP works and what it does. Working with two facilitators to twelve participants allows for ongoing monitoring and coaching throughout the course.

Unlike many other NLP courses, at the end of the GWiz Practitioner course each delegate goes through an assessment process to guarantee a high calibre of certified practitioners.

The NLP Practitioner Certificate is an internationally recognised qualification and GWiz is accredited with the Society of NLP.



Sample Testimonials

(What previous participants have said...)

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“They have always been professional, reliable and consistent. Feedback from their sessions has been very positive and each course has always met its set objectives.”

“Both trainers are sensitive in their approach. They demonstrate excellent interpersonal skills and build solid and lasting relationships with their clients and delegates.”

“I know this course made a real difference to me and provided an insight that has enabled me to help others during team development and individual coaching sessions.”

“The exercises were well structured. The demonstrations managed by Melody and Joe showed a depth of knowledge and skill in using the techniques.”

The opportunity for hands on practice of the different techniques and the group discussions ensured a rich learning experience.

“As trainers, Melody and Joe are seasoned professionals with nearly 30 years’ experience between them, besides which they are simply a lovely couple.”

“The courses were well planned with clear syllabuses, but I found Melody and Joe’s style flexible enough to allow for interesting diversions along the way. Comprehensive materials were provided and for courses running at Melody and Joe’s own home there is access to a well-stocked and eclectic library of supplementary reference material.”

“I am very impressed with the training provided by Melody and Joe. They manage to combine a professional and expert approach, whilst ensuring a comfortable and homely ambience. The main focus of the training was NLP, but the breadth of their knowledge of other psychological approaches was obvious and this offered depth to the training.”

“I intend to undertake further training with GWiz and have recommended them to others.”



About The GWiz Learning Partnership

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The GWiz Learning Partnership is a consultancy that specialises in inspiring the natural potential of organisations, leadership, management and individuals through OD, L&D and Executive Coaching.

We work with clients from a broad range of sectors and are heavily involved with the CIPD (Chartered Institute of Personnel and Development). We aim to work in partnership with our clients, enhancing the profile of leadership, learning and development in our client's organisation.

Since 1993 we have had experience of working with thousands of people from many organisations including:

Aeroflex
Amnesty International
Astra Zeneca
Bedford Borough Council
Bedfordshire County Council
Beds Magistrates Courts Committee
Bio-Products Laboratories (BPL)
Birdlife and Plantlife
British Gas
BT
Cambridge University Press
Camelot
Cellnet
Cranfield University
Dixons Stores Group International
GSK
Haden Young

Herts Magistrates Courts Committee
Inland Revenue
Insys/Lockheed Martin
Luton Borough Council
MCA
Mid Beds District Council
Newham LA
North Herts District Council
RSPB
Sainsbury
Serco
Shepherd Stubbs Recruitment
St. Alban's District Council
Stevenage Leisure
Tesco
Visa
The Wine Society
Welwyn Hatfield Borough Council