

For life at the highest level

NLP Trainer's Training & Evaluation



THE LARGEST NLP TRAINING
COMPANY ON THE PLANET

NEURO-LINGUISTIC PROGRAMMING
TIME LINE THERAPY®
HYPNOSIS
NLP COACHING



TAD JAMES CO.



Foreword by Drs. Tad & Adriana James

We often begin our Trainer's Training & Evaluation with this question: "What does it take to be a trainer of NLP?" There are a variety of reasons for coming to a NLP Trainer's Training and there are a variety of Trainer's Trainings available. In our opinion, when you achieve the level of NLP beyond the Master Practitioner, your method of evaluating and choosing a NLP training must change. You must examine the people and the organisation behind the training even more carefully. Choose your trainers wisely - it is a big decision.

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NLP TRAINER'S TRAINING

Achieve the ultimate

NLP Trainer's Training is the ultimate that NLP has to offer, teaching you how to present to groups and how to function masterfully in group environments. Whilst the most direct beneficiaries may be those interested in teaching NLP themselves, the skills and behaviours you will learn are useful and applicable in a wide variety of contexts.

Whether you want to give presentations or speeches, work more efficiently in team environments, handle meetings more effectively, lead groups or conduct professional trainings, seminars or workshops, you will find this course invaluable.

In short, NLP Trainer's Training is the difference between being a good presenter and an industry leading presenter.

Customised topics

During the training you will participate in group presentations, which will focus on a specific context of NLP Training – usually chosen from business and sales, education or healthcare, although additional areas may also be covered depending on the interests of other attendees. The content of individual presentations are on specific areas of NLP, so you have the opportunity to completely integrate the NLP information you already know, while also mastering new material and skills.

Learn to be comfortable and confident as a presenter

Public speaking is a more common fear for many Australians than dying! NLP Trainer's Training gives you the knowledge and tools you need to become a highly polished presenter and a comfortable, confident, resourceful speaker.

Our entire training is based upon gently guiding you, step by step, through a supportive and enjoyable process. Therefore, you can learn and experience just how to turn any fear you may have into excitement, energy and confidence that all contribute to your success.

"I have been in various Trainer's Trainings (at least 4 times before) and have taught in the computer industry for 16 years. I have never experienced such incredible in-depth teaching before."

Frank Tralongo, Los Gatos, California

Seven reasons you should attend NLP Trainer's Training

1. Choose the best

Drs. Tad and Adriana James and our team are the world's leading NLP trainers and innovators, Masters in Accelerated Human Change technologies. As experts in the field you can be sure we will provide you with the very best training available anywhere in the globe.

2. An unrivalled record of success

We're one of the largest NLP training organisations in the world. We've been conducting NLP trainings since 1982 and Trainer's Trainings since 1985. Year after year we receive a high number of referrals and repeat customers, and we consistently receive the highest ratings on our evaluations.

3. An arena for immediate feedback

We have a very high ratio of staff to students in our courses. This means you'll receive the attention you deserve and as you present you'll receive immediate feedback to reinforce your own learning.

4. Outstanding presentation methods

If you want to be an NLP Trainer you'll need to be an entertainer, storyteller and hypnotist who can impart information with verve and talent. As such, you can expect nothing less from our trainers teaching you.

5. The ideal length of training

We've learnt through experience that 18 days is the optimum time for a course of this magnitude. After all, you need time to learn, prepare and deliver presentations and receive quality feedback. You'll also need the time to experience great trainers in action and master the huge variety of material covered.

6. Training versatility

You need versatile skills to teach in different markets, so it follows that your trainers should have them too! The Tad James Company has a wide range of experience and knowledge across all areas of NLP and beyond.



7. Full-service organisation

We go the extra mile to assist your success and growth at every stage of the process.

We also provide further opportunities to encourage you to continue developing:

- Trainer's Evaluation & Certification – providing you with the opportunity to be certified as an NLP Trainer – most organisations can't offer this
- Permission to use our training manuals to help you get started straight away
- Complete DVD & audio CD collections of trainings to help you devise your own
- Ongoing support via email or phone to encourage your continued growth
- Further accreditation and program authorisation – empowering you to expand your offerings

What do I need to take part?

- To attend, you need to have a certification in NLP Practitioner level
- To be certified, you need to have a Master NLP Practitioner Certification
- All participants will be screened by the Tad James Co. prior to admission

What NLP Trainer's Training teaches you

Here are just some of the topics you'll cover in NLP Trainer's Training & Evaluation with the Tad James Co.

Mastering the Art and Science of Training Excellence:

The Masters at teaching NLP were created, not born. Here you'll learn exactly what creates a powerful presenter and how to internalise these strategies for success.

- Mastering the training state
- Removing fear and stage fright (Time Line Therapy® Induction)
- Reading the room
- Rapport on stage
- Energy extension
- Staying in Uptime

Training Design and Structure

One of the keys to accelerating the retention of your presentation is proper design and structure. Learn the specific steps to make all your trainings a unique and unforgettable experiences:

- Utilising trance in learning
- Advanced training design

"Trainer's Training is probably the highest level of training on the planet today. It is so much more than its name, as you are challenged, inspired and transformed to new levels on a daily basis."
Stephanie Rink, Vancouver, B.C.

The Modelling Process for Duplicating Excellence

- Training styles
- The 4-Mat system
- Learning styles
- Nested loops
- Learning strategies in training
- Setting up a room for maximum results

The Language of Training

Most of the time it is not what you say but how you say it. By structuring your language and understanding how people change and learn, you'll be able to transform your audience's thinking and behaviour.

- Multiple level communication
- Hypnotic patterns for trainers
- Multiple embedded metaphors
- Voice anchoring
- Using questions to transform students
- Quantum Linguistics

Platform Skills

Discover the art of speaking to a group. Learn how to use NLP in advanced ways to control your audience and enhance student competence. Entertain and move your audience for powerful results.

- State elicitation and anchoring
- Steps for answering questions
- Group calibration and rapport
- Anchoring the group
- The satire categories
- Chaining states and universals
- Unpacking stage anchors
- Postures and gestures
- Utilising the stage
- Group dynamics

Coaching and Testing

Create winning relationships with individual students. Learn how to give feedback and bring lagging students up to speed. Be completely in control during distractions.

- The art of coaching
- Feedback and tasking
- Lifecycles of groups
- Strategies for handling group behaviour
- Handling distractions
- Testing

Audience and Student Dynamics

Understanding the psychological makeup of your audience can help dictate the training style and design of your course. Transform your group communication and motivation skills.

- Training principals
- Principals of learning and memory
- Accelerated learning
- Personality type indicator
- Meta programs in training
- Values in training
- Claire Graves' "Survival System"

The Bonding Process

Establishing rapport is a key factor in all human communication. Bonding goes much deeper than rapport and normally occurs randomly. Now, learn how to create deep bonding.

- Going beyond rapport
- Processes which cause bonding
- Bonding ecology and ethics

Creating a Successful Business

Discover exactly how to start, build and run a successful training from those who have done it.

- The business of training
- Proven marketing techniques including logistics and planning
- Advertising insights
- Positioning yourself
- Choosing a business structure
- Building relationships
- Curriculum for NLP Practitioner and Master Practitioner
- NLP introductory sessions

"Earning my NLP Trainers Training Certification was a result of an amazing year of trainings, challenges and accomplishments. Being on stage with Tad & Adriana James as a Certified Trainer was one of the most proudest and fulfilling moments in my life."

Nikhil Rughani, Sydney, Australia

NLP Trainer's Evaluation & Certification

Included in your NLP Trainer's Training is the most rewarding evaluation you may ever experience:

What is it?

Approved by the American Board of NLP, this 4-Day evaluation and certification program tests your written and presentation skills in NLP. Upon successful completion you will become a Certified NLP Trainer.

What are the benefits?

Apart from becoming a Certified NLP Trainer and adding credibility and authority to your business, there are many other benefits too – even if training others in NLP isn't on your wishlist.

What do I need to take part?

- Certification and current knowledge of standard, traditional NLP Practitioner and Master Practitioner levels
- Working knowledge of hypnosis and Time Line Therapy® techniques as taught by the Tad James Company
- Attendance of our NLP Trainer's Training
- Experience of assisting on at least one NLP Practitioner Training
- Previous experience of training/presenting to groups is recommended but not required
- All participants will be screened by the Tad James Company prior to admission

Enrol now – and take your life
to a whole new level of excellence

US - 888 440 4823
Call AU - 1800 133 433



Also available:

NLP MASTER TRAINER PROGRAM

A professional development program with all the attention you need:

What is it?

An advanced professional development program for anyone interested in reaching the highest level of training mastery. It is not a training in itself although our Trainer's Training is a component.

Who can attend?

The program is only open to Certified Trainers of NLP. Applications will be rigorously reviewed and approved by Drs. Tad and Adriana James themselves. They will also personally approve your plan and coach you through your program.

Personal Presentation Skills Coaching

To allow you to grow and improve your skills, we will schedule presentations for feedback. During the Master Trainer Program, you will do at least one "on-demand" presentation and receive personal feedback.

What are the benefits?

This is an individualised program, so the benefits are what you choose to make them. What we can tell you is that, depending on the design of the program, many opportunities may open up to you including:

- Qualification to certify NLP Trainers
- Accreditation to the Time Line Therapy® Institute through the Time Line Therapy® Association, thus approval to certify others
- Accreditation to the Hypnosis Institute by the American Board of Hypnotherapy, thus approval to certify others
- Agreement to conduct Secret of Creating Your Future® Seminars and FasTrak NLP Practitioner Certification Trainings

Requirements and dates

Due to its nature the Master Trainer's program will have an ongoing component, designed to develop with you in your goal to become a Master Trainer. Because this prestigious qualification requires a continual element of training sessions, evaluation and personal coaching, we will need to stay in close contact with you to monitor your progress.

"An affirming, inspiring experience. I was stretched and challenged to achieve goals I would never have thought possible - goals that I reached with an excellence I had believed years beyond me."
Richard Bolstad, Christchurch, New Zealand

TRAIN TO BE A TRAINER LIVE TO BE AN INSPIRATION

With the Tad James Co. you have the opportunity to master all that NLP has to offer and make positive strides towards a more successful future. And what you learn is sure to inspire and motivate you - and others - to achieve your goals. *The power is in your hands.*

NLP Trainer's Training & Evaluation

Take the ultimate step towards achieving personal excellence and teaching NLP by attending this 18-day training course. You will be richly rewarded for your investment. Some of the skills we cover include:

- Teaching to the conscious and unconscious minds simultaneously
- Creating moment-to-moment state control in yourself & your audience
- Working with group processes to identify common challenges and solutions
- Utilising and controlling energy in the room
- Identifying unconscious leaders and gaining group rapport
- Developing and maintaining your training state
- Creating effective stage anchors
- Integrating any content into a flawless format for effective presentations every time
- Using language patterns, nested loops and multiple embedded metaphors
- Demonstrating content as you teach
- Expanding vocal flexibility
- Utilising your physiology and language to empower your teaching
- Conducting successful demonstrations and how to select subjects
- Making future subjects easy to teach and learn by pre-teaching
- Understanding learning and training styles
- Training design and sequencing
- Utilising and handling objections, questions and "hecklers"
- Giving effective feedback
- Training room design
- The business of training - mission statement, business plan, marketing and advertising, sales, financial statements and seminar outlines
- Secrets of the business and tricks of the trade

You will be richly rewarded for your investment.

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