



# Institute *of* Applied Psychology

BE EXCEPTIONAL

Beyond NLP Self Mastery

CHANGE LIVES INCLUDING YOUR OWN





**Institute of Applied  
Psychology**  
Be Exceptional

## About us

The Institute of Applied Psychology (IAP) was established to advance and curate the best approaches and trainers together from around the world, across many disciplines.

Why the Institute of Applied Psychology? Because we are very focused on practical applications, not theory. Applied Psychology refers to the application of psychological principles and findings to pragmatically solve the problems that we as human beings experience.

This could be in any context including Mental health, Organisational psychology, business management, education, health, criminal investigation and the law, just to name a few.

Some of the areas where you can use Applied Psychology include:

- Clinical psychology
- Counselling
- Business and sales psychology
- Coaching
- Marketing
- Psychoneuroimmunology
- Hypnotherapy
- Sports psychology

In essence Applied Psychology has a place wherever there humans operate, collaborate and seek to perform more effectively.

# NLP training with IAP

## Be Inspiring Be Exceptional



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

For over 15 years the Institute of Applied Psychology (formerly Beyondnlp) has been one of Australia's leading Neuro Linguistic Programming (NLP) training providers, helping over 4000 students create new possibilities in their lives.

We are known in the profession for delivering extraordinary learning experiences using a blend of cutting edge approaches that offer a more refined and pragmatic form of NLP, ensuring our students get the most they can out of our training.



Many people from a range of backgrounds come to improve their own communication and interpersonal skills or transfer into new careers as either consultants, coaches, therapists or corporate trainers.

NLP can be applied to business, sport, money, relationships, parenting, creativity, education, or in fact, any area of life you care to name.

### **There are three things we are interested in:**

- 1) Where are you now?
- 2) Where do you want to be?
- 3) What has stopped you being where you want to be up to this point?

In the process of the course we will help you to answer these questions.

### **Public and Corporate Training**

We have been running training courses for both the public and corporate sectors since 2003 both in Australia and the UK. During that time we have refined standard NLP techniques and developed our own. In the NLP Practitioner you will learn 11 tried, tested and proven techniques that are not taught anywhere else in this country.

### **Experienced Agent of Change**

Experience is not something you can get by reading. You can only get it through doing. Your future is in good hands because our trainers are experts in the field of personal change.

Apart from our Castlereagh Street practice Gordon supervises 45 Hypnotherapists, psychologists and counsellors, plus 37 mental health support workers as part of a progressive new Collaborative Recovery Model that is transforming the field of mental health.

We look forward to welcoming you to NLP, and seeing you assisting you on your adventure.



# What is Neuro Linguistics? How can it benefit you?



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

## Business Applications

Neuro Linguistic Programming (NLP) is widely used in business and can be found in many trainings on sales, presentation skills, planning and team building, usually without being mentioned by name.

You could choose to study in one of these areas and improve your skills in a narrow field, however, by choosing to study NLP you will be able to apply the principles in a much wider scope.

Both in your personal life and in business. Key uses of NLP are:

- Creating rapport with customers, stakeholders, partners and staff.
- Aligning your work with your values to increase motivation and the loyalty of your customers and staff.
- Setting Goals, creatively designing effective strategies and processes
- Detecting people's decision making strategies for sales and influence
- Public speaking and Presentations.

- Get the most out of your investment by making learning sustainable.
- Access some of the most powerful techniques for bringing about change.
- Provide practical ways for your people to achieve high performance.
- Enable your people to communicate more effectively and persuasively.

## HR and Training

More and more organisations today are recognising the added value that NLP brings to a variety of business activities.

Increased Sales, improved relationships and better communication. NLP provides the little something extra, the edge. Its the difference that makes the difference to the business results.

- NLP can help you add depth to your training by working on beliefs as well as behaviours.

# What is Neuro Linguistics? How can it benefit you?



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

## Personal Development

Are you curious about how to develop yourself, address a personal issue, or build your strengths in familiar & unfamiliar areas? NLP offers a cognitive framework, a supportive environment and practical tools that will help you in many ways.

You can use NLP as a toolkit to uncover and act with more of your full potential. NLP can help you:

- Develop realisable plans that match your highest purpose
- Change beliefs and behaviours that do not serve you
- Learn new skills and take old ones to the next level
- Express what's important in a variety of contexts to diverse people
- Bring out the qualities of the people around you

## Coaching

Many coaching training programs borrow from NLP or use it as a base. Many coaches looking to deepen their understanding and develop their interpersonal and change skills go on to study NLP.

- These skills will improve the ability to
- Manage state, both for Coaching and for Sales and teach these skills to their clients
- Understand and communicate verbally and non-verbally
- Notice and Utilise language patterns
- Develop rapport and create an atmosphere of possibility
- Create change rapidly and elegantly

## Teaching

If you are in the teaching profession, you already value and have developed the ability to impart information so that people learn. Learning NLP will further help you by allowing you to:

- Identify people's natural learning styles
- Develop flexibility in presentation

- Lead learners to the best state to absorb and assimilate
- Deal with blocks to learning
- Use presuppositions and language patterns that can make learning easier and faster

## Sports

Whether you are a professional athlete, an occasional amateur, a team coach or just a coach for your kids, NLP has a lot to offer.

- You can apply NLP directly to State management and access to the 'zone' Setting performance goals
- Changing limiting beliefs with regard to performance.
- Modelling and learning from leaders in the field
- Mental rehearsal of skills. Relaxation, recovery and healing

## Health

Mainstream medicine is becoming increasingly clear about the link between thought, behaviour and health. Stress is acknowledged to be a causal factor in many illnesses. Numerous studies show behaviours like eating patterns, emotional reactions like anger and thinking patterns like pessimism have been shown to directly affect health. That is likely to be just the tip of the iceberg. NLP can help you:

- Change the thinking patterns and the behaviours . Whether you are a health professional or simply want to improve the way your health impacts your life, NLP has a great deal to offer, and there is little more satisfying than helping people in this area.
- Create Goals that include your health.
- Manage your state: learn how to enter relaxed states that aid recovery and learn how to react differently to stressful situations.
- Change limiting beliefs about body shape and inherited conditions.
- Change habits and behaviours that damage your health into ones that sustain it.

# NLP training with IAP... A Predictor of Success



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

*NLP is the study of excellence – how the strategies of the most effective people render consistent results. NLP is the ultimate blueprint for success; and the only way to learn this effectively is experientially*

*“I have seen many trainers and educators, and am myself an educator. Gordon has a great gift. This has changed my view of training and presentation.”*

Mike Conway  
Adjunct Professor  
Macquarie Graduate School of Management

## Happiness/Confidence and Self Leadership

Learn core skills that allow you to be understood by others more successfully harmoniously in both your personal and professional life.

The courses teach that real freedom comes when the “have to’s” and the “shoulds” fade away and you recognise that virtually everything is a choice. As much as they seem automatic, your feelings, thoughts and actions are very much in your control. We teach you success strategies for life.

## Corporate Skills Advancement

Our courses attract senior and middle management, HR Managers and SME businesses - all with a desire to excel. To lead in business today you need excellent communication and persuasion skills coupled with a strong foundation of solid internal management.

By learning how to predict behaviour, change communication styles, vocabulary and even your body language to suit different people you will have the skills to navigate the noise and politics inherent in business to achieve outcomes you desire.

## New Careers, Time, Money & Freedom

The value of adding NLP to a professional skill set is being recognised more and more by executives, coaches, corporate trainers, therapists, psychologists and even doctors.

Increased effectiveness translates in to better job satisfaction and better client outcomes. There are very few places where expertise in human behaviour, leadership and communication is not highly valued.



Who can you be?





# NLP Practitioner Certification

## Time Based Approaches + EQ1 Certificate



---

TAKE YOURSELF TO THE NEXT LEVEL OF COMMUNICATION, CONFIDENCE AND CAREER

---

### WHY OUR NLP TRAINING? NEXT GENERATION TECHNIQUES AND THE WORLD'S BEST PRACTICE EQUALS THE PERFECT BLEND

#### Full Experience

##### Prerequisites

Basic English, basic computer skills, and a strong level of integrity

##### Format

- 1) 8 days of face-to-face training.
- 2) Modular formats  
Either Friday to Monday, Weekend only ,  
or 8 day intensive formats
- 3) Bonus Material - 24 hours of course video  
and a separate 24 hours of audio files  
N.B. The Face-to-face sessions have an emphasis on  
practical skill building and experiential learning.

#### Four Subjects

- Subject 1: Understanding how the mind works
- Subject 2: Reading others and predicting behaviour
- Subject 3: Language of Influence
- Subject 4: Change technology and self leadership

##### Getting Started

If you want the best NLP Certification in Sydney, our training course is internationally recognised and taught by Gordon Young, the only NLP trainer in Australia to have been accepted into the Milton H Erickson Foundation in Phoenix Arizona, the birthplace of NLP.

The NLP Practitioner is unlike any other NLP training course. We have cherry picked the top NLP practices, along with the best of other approaches to ensure this is a highly experiential, contextually relevant training that is considered by many graduates to be the pinnacle of this form of training in Australia.

You can expect this training to provide you with the awareness, skills and confidence necessary to generate more effective outcomes in your life, and 93% of graduates rate this course as "excellent value."

The course will teach you how to implement your most successful strategies (your strengths), help you overcome your weaknesses, teach you how to communicate with precision and effectiveness, show you how to take charge of your mind and start directing your unconscious patterns.

The truth is, no matter where you are in your life or career, the NLP Practitioner training should be the most valuable training you will ever undertake. Some of Australia's most successful figures (CEOs, Olympic athletes, celebrities, doctors, psychologists and alike) have experienced it first-hand and found it just as valuable as the person simply wanting some relief from an overly busy mind.

# NLP Practitioner Certification

## Time Based Approaches + EQ1 Certificate



---

TAKE YOURSELF TO THE NEXT LEVEL OF COMMUNICATION, CONFIDENCE AND CAREER

---

### Overview – Our NLP Practitioner Certification

The NLP Practitioner Certification is a Level 1 education programme in Neuro Linguistic Programming (NLP). This is an intensive course, offered in a purely classroom, or in a blended format.

This course is a specialist certification for aspirational students and is an excellent foundation for future business leadership or personal success. This course caters for both personal and professional applications, as well as those who seek new career options.

### Intended Learning Outcomes

#### Day 1:

##### 1.1 Introduction to NLP

- How the mind functions and nature of experience
- Themes of NLP – Profound knowledge of human behaviour
- The evidentiary approach to human potential – the super computer
- The Cause and Effect Presupposition + commonly taught myths of NLP
- The myth of the conscious and unconscious mind
- Perception is projection – the nature of perceptual distortions
- The Johari Window – the process of self awareness
- Presuppositions of NLP – Empowering Assumptions
- Approach/avoidance conflicts – the core unconscious determiner
- How unconscious patterning rather than intellect or education determines success
- How Neuroscience seems to support almost 50 year old NLP presuppositions
- The NLP Communication Model- study of the exception
- Internal Representations – the map is not the territory
- Creating Powerful Outcomes – the Commitment Model

- The Power of Future Pacing
- Introduction to quantum linguistics

##### 1.2 Advanced Goal Setting

- The difference between Goals and Outcomes
- What makes extraordinary people distinctive
- Well formed Conditions – The Four Questions of Superior NLP Outcome Setting
- The Five Principles for Success
- The Seven Pillars of Outcome Achievement

#### Day 2:

##### 2.1 Communicate with Power and Integrity

- The Power of non verbal communication
- The Mehrabian Myth
- Sensory Acuity – Reading people's reactions accurately and tailoring your communication
- Instant Rapport – Reading body language, building unconscious connection and agreement
- Communication Preferences – communicate to appeal to others
- Introduction to self leadership – the manual override

##### 2.2 Accelerated Learning and Instruction

- Learning Styles – give instructions that are easily understood
- Eye-Patterns – Use eye patterns to access unconscious information and read others
- The Natural Lie Detector

#### Day 3:

##### 3.1 Change Habits and Patterns – Personal Empowerment

- Pattern interruptions – How to interrupt self and others and redirect the communication
- Submodalities – Change minor addictions, compulsions and limitations

# NLP Practitioner Certification

## Time Based Approaches + EQ1 Certificate



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

- Belief Change – Change limiting and negative beliefs
- Swish – Change your own perception in seconds to a more useful response
- Visual Repatterning - rid yourself of fears, bad habits and negative associations
- Wisdom Training – be proactive in problem solving and conflict resolution

### Day 4:

#### 4.1 NLP Language : Negotiate and Influence with Integrity

- Reframing & Preframing – Seeding ideas and helping others see new viewpoints
- Linguistic Mastery – Embedded suggestions/ commands and the power of conscious inflection
- Agreement Frames – how to secure more agreement in conversations, meetings and presentations
- Counter-intuitive Conflict Resolution
- Hierarchy of Ideas – Negotiate effectively, flexibility in communication
- Milton Model – The language of influence
- Meta Model – Effective questioning skills, discover the real issue
- Multidimensional communication - Metaphors that transform thinking
- Derren Brown explained
- Create win/win outcomes

### Day 5:

#### 5.1 Strategies – How people do what they do

- The TOTE Model of human behaviour
- Eliciting Strategies – Finding strategies through eye movements
- Buying Strategies - How people make decisions to purchase
- Motivation Strategies – How to motivate others

- Relationship Strategies – Having more effective relationships
- One Minute Stress Diffuser - Stress is gone in 60 seconds
- Accessing high performance states e.g. THE ZONE

### Day 6:

#### 6.1 Anchoring – Motivation and Self Leadership

- Ivan Pavlov, Behaviouralism and anchoring as an essential of learning
- Resource Anchors – Controlling States
- Collapsing Anchors – Overcoming frustrations and irritants

### Day 7:

#### 7.1 Time Based Therapy (the Forgiveness Process)

- Time management skills that work with the inner mind
- Powerful goal setting that compels action
- Clearing the accumulated irritants and annoyances
- Overcoming anxiousness around specific events (self and others)
- Clearing the “I’m not good enough” beliefs
- Getting rid of fears and phobias

### Day 8:

#### Pulling it all together

- Summations
- Career options
- Demonstrations of the power of hypnosis
- Graduation

# NLP Master Practitioner Certification + EQ2 Certificate



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

## Overview – Our NLP Master Practitioner Certification

The NLP Master Practitioner Certification is a Level 2 education programme in Neuro Linguistic Programming (NLP). This is an intensive course, offered in a blended format. There are 8 days of face to face training, and optional units Online.

This course is a specialist certification for aspirational NLP Practitioner Graduates who seek a thorough understanding of their own processes (especially their cognitive processes) or are determined to achieve at the highest levels, or want a new or side career in the field of human behaviour or change.

## Intended Learning Outcomes

### Day 1:

#### 1.1 Re-engaging with NLP Premises

- Presuppositions + 7 new presuppositions
- NLP Model of communication
- Perception is projection
- Cause and Effect
- Polarity Responders (difficult people) and how to handle them
- Microscope on self referencing and your unconscious biases
- The TYRANNY of NLP
- How we create our realities
- The power of your attention
- The secret to all NLP patterns

### 1.2 Quantum Linguistics - Creating rapid Change

- The paradox of parallel realities
- Thoughts are real forces
- The Presuppositions of Quantum Linguistics
- The expansiveness of human possibility
- 20 Prime Directives of the unconscious mind

- How to creating deliberate bifurcation points (linguistic pattern interruptions) and take control
- How to linguistically outmanoeuvre any problem
- How to blow the boundary conditions of the nervous system
- The Heart of Quantum Linguistics Cartesian Logic
- How to directionalise language - Inductive and deductive thinking

## 1.3 Supercharging Outcomes and Modelling

- Advanced goal setting and setting up outcomes for the training
- Clarifying goals and impediments to life as you want it
- How to model a skillset or behaviour in an “exemplar”
- Advanced complex strategy elicitation - How do you actually learn?

### Day 2:

#### 2.1 Advanced and Conversational Submodalities

- Quick review of NLP Practitioner level submodalities
- Using universal experiences to create change in others through submodalities
- Imperceptible change interventions as a presenter, manager, coach or parent

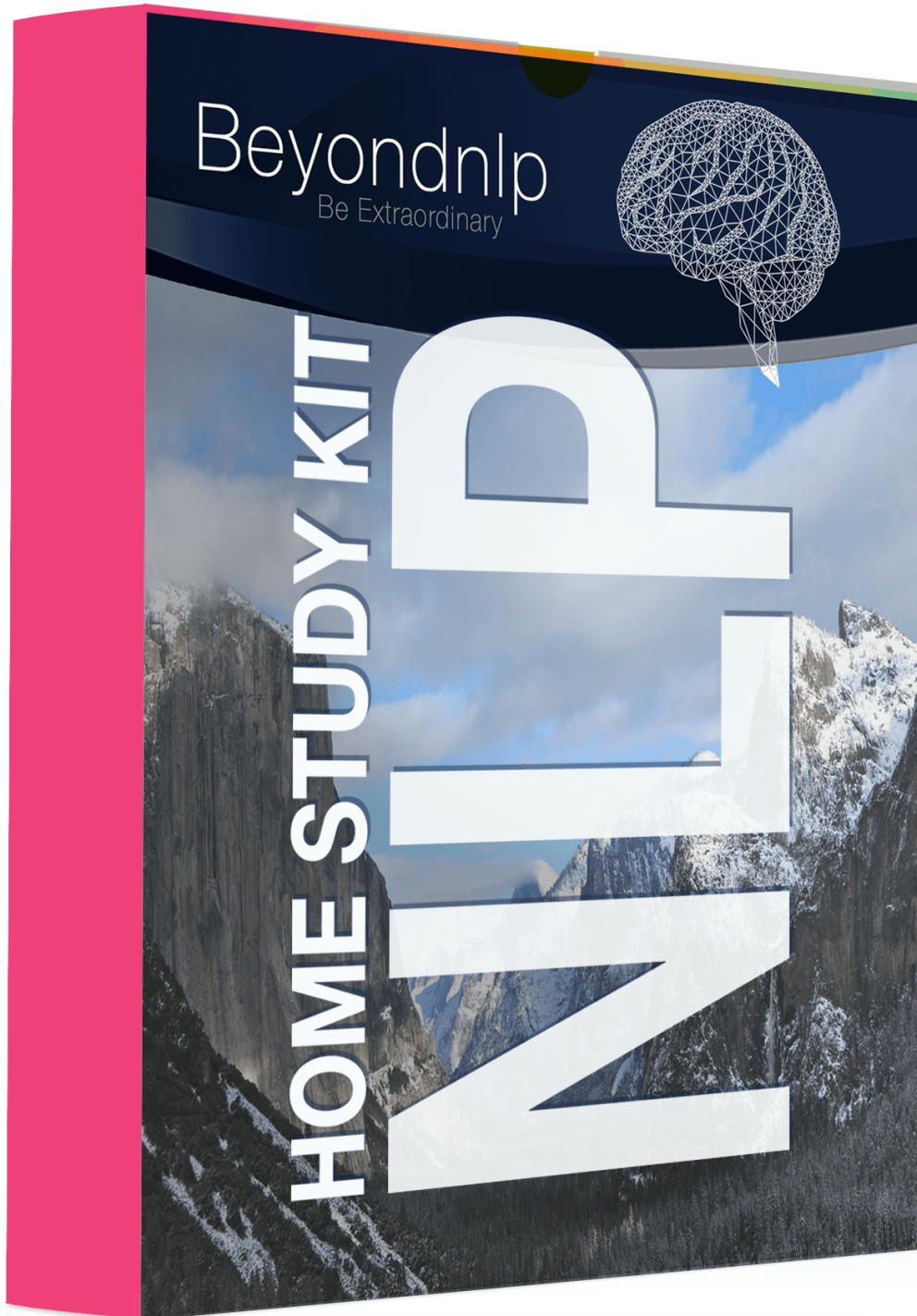
#### 2.2 Advanced Strategies and Detailed Modelling

- Quick review of NLP Practitioner level strategies
- What makes a complex strategy
- Elicitation and interruption of complex strategies e.g. People management or choosing a partner
- Installing Designer Strategies for optimum effectiveness The ZONE
- How to interview to assess how exceptional people do what they do

### Day 3:



# Lifetime Access to Bonus Material Worth \$1997



# NLP Master Practitioner Certification + EQ2 Certificate



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

## 3.1 Advanced Language Patterns – Personal Empowerment

- The GLUE of human experience
- The knowing and the not knowing
- Linguistic Resourcing
- The Decision Destroyer
- Meta Model III
- De-Identification patterns
- Time Scrambler
- Chaining Modal Operators
- Logical levels of Understanding
- Making Metaphors that have power
- Making Embedded Metaphors

## 3.2 Prime Concerns- How to maintain your motivation

- Semantic Packing and universal experience
- Prime Concerns Elicitation I - Being, Doing, Having
- Prime Concerns Elicitation II - The pursuit of ecstasy
- Confusion technique - The Null Set

### Day 4:

## 4.1 Unconscious Values- the Barometer of the Mind

- What is a Value in NLP?
- The nature of experience - values, beliefs and attitudes
- Values Formation - Imprint, Modelling, Socialisation and Business Development
- Environmental Factors in Values Formation
- Values organisation
- The Evolution of Values- We are all very predictable based on your values
- The Hierarchy of Values - how to predict behaviour in individuals, teams and organisations

- Values elicitation and change for optimum effectiveness
- The crucial role of Values in coaching, managing and parenting
- Values conflicts - why people procrastinate or fail to maintain motivation

### Day 5:

## 5.1 Cognitive Distortion - The Missing Link in Behavioural

- The second half of strategy elicitation- breaking down thoughts
- The role of cognitive distortions in our perceptual errors
- The predictability of your unconscious patterning
- The predictable cognitive patterning of stress/ anxiety (How do you do that?)
- The predictable cognitive patterning of procrastination (How do you do that?)
- The predictable cognitive patterning of anger (How do you do that?)
- The predictable cognitive patterning of depression (How do you do that?)
- The predictable cognitive patterning of addiction (How do you do that?)
- The predictable cognitive patterning of compulsiveness (How do you do that?)
- The predictable cognitive patterning of low self esteem (How do you do that?)
- The predictable cognitive patterning of phobia (How do you do that?)

## 5.2 Meta Programmes - Behavioural Drivers II

- Recognise the 16 primary meta programmes that drive behaviour

# NLP Master Practitioner Certification + EQ2 Certificate



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

- Understand how people sort information
- Understand how people directionalise motivation
- Understand how people match or mismatch
- Understand how people are convinced by something (vital for sales)
- Understand how people distinguish between possibility and necessity
- Understand how people have independent, cooperative and proximity working styles
- Understand how people set both internal and external frames of reference
- Understand how people are either self directed or other directed

## Day 6:

### 6.1 Anchoring – Motivation, Self Leadership and Pattern Interruption

- Ivan Pavlov, Behaviouralism and anchoring as an essential of learning
- Visual anchors for use in presentations, discussions, and meetings
- Collapsing Anchors – Covert Non Verbal Influence

### 6.2 Micro Expressions

- Learn how to discern specific facial expressions within 1/25th of a second
- Discover the 6 concealed or unconsciously suppressed truths revealed by coworkers, managers, clients and stakeholders
- Boost your emotional intelligence
- Develop your capacity for empathy
- Recognise the unconscious signal for contempt
- Protect yourself from deceit

## Day 7:

### 7.1 Advanced Time Based Therapy

- Time management skills that work with the inner mind
- Clearing the accumulated and complex irritants and annoyances
- Linguistic parts integration

## Day 8:

### 8.1 Hypnotic language

- Advanced linguistic markers
- How to create movement in a communication
- How to create distance from an unhelpful association linguistically
- Hypnosis demonstrations
- Board Breaking - break through limitations







# NLP Strategic Coaching Certification

## Become Inspirational



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

### Overview – Our NLP Strategic Coaching Certification

#### Prerequisite: NLP Practitioner

Level 2 education programme in the applications of Neuro Linguistic Programming (NLP). This is an intensive course, offered in a classroom format. This course is a specialist certification for aspirational students and is designed for those who are seeking a coaching or other career options, or have the need to enhance coaching skills into their existing role.

### Intended Learning Outcomes

#### Day 1:

##### 1.1 Introduction to NLP Strategic Coaching

- Introducing the growing phenomenon of coaching
- The importance of purpose in the coaching process and branding yourself
- The coaching industry and how you will fit into it

##### 1.2 The Strategic Coaching Model

- Creating pain points using the Wheel of Life
- Outlines for 12 sessions with a client and full documentation
- A proven step by step coaching method for unlocking people's potential
- Creating trial sessions and how to sell your programme

##### 1.3 Personal Vision and Mission Statements

- Create a reason for the coaching relationship
- Inspire client by appealing to sense of purpose
- Direct and sustain action
- Creates context for the achievement of goals

#### Day 2:

##### 2.1 Goal Setting System

- Create inspiring goals using Clever Outcomes model (Unique to BeyondNLP)
- Motivate who you are working with to sustain progress towards their goals
- Create new awareness in your coaches and how to overcome any obstacles they may encounter
- To facilitate ongoing positive change
- Experiential training with practical coaching skills that can be used immediately
- Improved relationships with direct reports, peers and supervisors

##### 2.2 NLP Rapid Change Techniques

- Skills for having tough conversations
- Power Questioning techniques – drilling down to the core of the issue
- Focus on pursuit rather than their problems
- Distinct SubModality shift to get unstuck

#### Day 3:

##### 3.1 Strategic Power Questioning Systems

- Communicate effectively as a coach using a wide range of powerful questioning and listening techniques
- An ability to have shorter conversations with more impact
- New ways to manage priorities, worry less about details, and feel less overwhelm
- Empowering others by reframing
- Use of anchoring to lock in action states
- Establishing a well formed condition
- Understanding and utilising client drivers to facilitate progress. An ability to have shorter conversations with more impact
- New ways to manage priorities, worry less about details, and feel less overwhelm
- Empowering others by reframing

# NLP Strategic Coaching Certification

## Become Inspirational



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

- Use of anchoring to lock in action states
- Establishing a well formed condition
- Understanding and utilising client drivers to facilitate progress.

### 3.2 The All Important First Session

- Selling your services through a free session
- Speaking the jargon and delivering value as a Coach (step by step)

#### Day 4:

### 4.1 NLP Language : Negotiate and Influence with Integrity

- Reframing & Preframing – Seeding ideas and helping others see new viewpoints
- Linguistic Mastery – Embedded suggestions/ commands and the power of conscious inflection
- Experience the secrets of Stage Hypnosis
- Overcome resistance in yourself and others

## Career Options

This course will equip you to start your own coaching practice, or become an effective coach with a proven structure within your existing workplace.

### Admission requirements

Applicants are required to have Basic English and literacy skills. Additionally, you must have the NLP Practitioner Certification. Otherwise no other prerequisites apply.

N.B. Eligibility for admission does not guarantee offer of a place.

IAP reserves the right to NOT TRAIN applicants who demonstrate intent to use NLP in unethical or manipulative ways for self gain.

### Assumed knowledge

Basic English and literacy skills. Basic NLP skills and knowledge.

### Course duration and attendance

The course is completed in 4 days of face-to-face contact. The course is offered once per year. It is possible to complete courses across different intakes if required, as long as you can complete 80% of class time across the different offerings. You can take up to two years to complete if required.

### Course structure

The course comprises 28 hours of face-to-face training. In addition, you will also receive additional online materials for further self-reference and ongoing development if you are interested.

### Levels of award

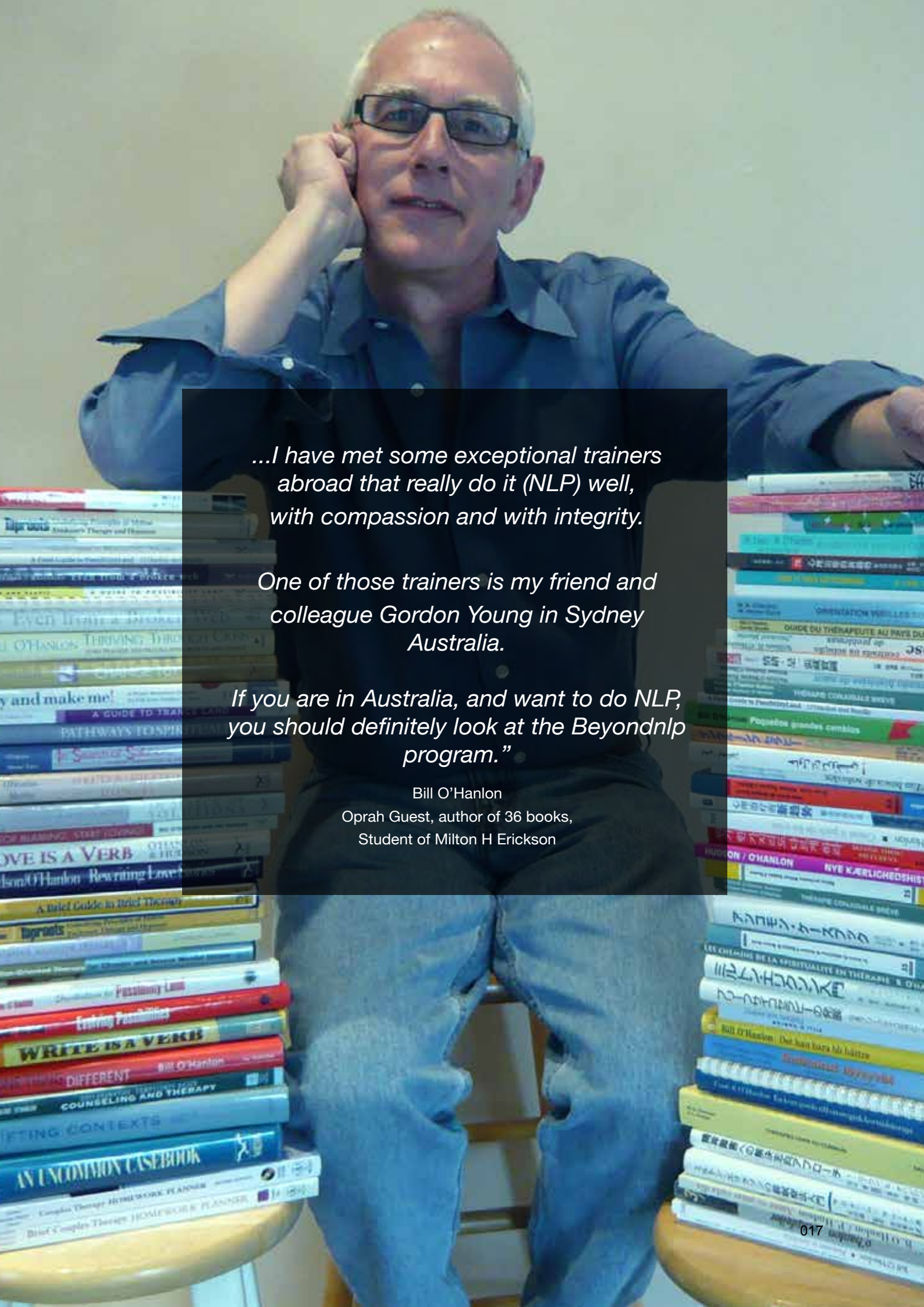
You will be awarded an NLP Strategic Coaching Certificate on successful completion of the course.

### Professional recognition

Students successfully completing the NLP Strategic Coaching Certificate from the Institute of Applied Psychology (RTO# 70206) will enjoy international recognition by industry, insurance companies and the NLP schools around the world including Richard Bandler (co-creator of NLP)

### Other information

Pick up the phone and talk to us. We have graduates in our office who have a personal experience of our trainings and can help you work out if we are the right fit for you.



*...I have met some exceptional trainers abroad that really do it (NLP) well, with compassion and with integrity.*

*One of those trainers is my friend and colleague Gordon Young in Sydney Australia.*

*If you are in Australia, and want to do NLP, you should definitely look at the Beyondnlp program.”*

Bill O’Hanlon

Oprah Guest, author of 36 books,  
Student of Milton H Erickson



# NLP Facilitator's Training

## Become a thought leader



---

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

---

### Overview – Our NLP Facilitator's Training

#### Prerequisite: NLP Practitioner

Level 2 education programme in the applications of Neuro Linguistic Programming (NLP). This is an intensive course, offered in a classroom format. This course is a specialist certification for aspirational students and is designed for those who are seeking a training or related career option, or have the need to enhance their presentation skills in their existing role.

#### Course intended learning outcomes

##### Day 1

#### 1.1 Preparation for a Presentation

- Organisation and testing of equipment
- Preparing the audience to absorb your message
- Use of opening metaphors
- Structuring the content - 4 Mat system
- The Charisma Model
- Satir gestures
- Delivery options
- Building rapport with the audience
- Dealing with difficult people
- Who are you as a speaker
- Authority, Approachability or Authenticity
- Maslow's Hierarchy of Needs
- Maslow's 4 stages of learning
- Share something of yourself

#### 1.2 NLP Language of Influence

- Representational Systems
- Embedded Commands, run on sentences
- Voice modulation and projection
- Adjusting to the audience
- Explaining concepts simply
- The great speeches - Martin Luther King, Obama
- Non Verbals

##### Day 2

#### 2.1 Stage Anchoring

- Eliciting and then anchoring preferred emotional states
- Establishing trusted content delivery anchor, persecutor anchor, Sliding anchors

- Presentation (the message vs the messenger)
- Writing opening stories to establish emotional states

##### Day 3

#### 3.1 First Round of Presentations

- Representational Systems
- Embedded Commands, run on sentences
- Voice modulation and projection
- Adjusting to the audience

#### 3.2 Learning how to not take it personally

- Devices for peripheral vision
- Establishing rapport leaders
- Your worst nightmare audience
- Your ideal audience

##### Day 4

#### 4.1 Presentations refined

- Devices for peripheral vision
- Establishing rapport leaders
- Your worst nightmare audience
- Your ideal audience

#### Assumed knowledge

Basic English and literacy skills. Basic NLP skills and knowledge.

#### Course duration and attendance

The course is completed in 4 days of face-to-face contact. The course is offered once per year. It is possible to complete courses across different intakes if required, as long as you can complete 80% of class time across the different offerings.

#### Course structure

The course comprises 28 hours of face-to-face training across two weekends.





# Ikigai

A REASON FOR BEING



A - Delight and fullness, but lack of wealth

B - Excitement and complacency, but sense of uncertainty

C - Comfortable, but feeling of emptiness

D - Satisfaction but feelings of futility

Call 1300 380 681



# Diploma Courses

## For those who want to pursue excellence



COMPLETE EACH OF THE FOLLOWING STEPS AND RECEIVE YOUR DIPLOMA IN ADDITION TO YOUR OTHER CERTIFICATES

### 1. Diploma of NLP and Strategic Coaching



### 2. Diploma of NLP, Leadership and Coaching



The most prestigious certificate available  
Your CV will love you



THE BEST WAY TO PREDICT THE FUTURE IS TO

CREATE IT



# 10 Reasons to study with the IAP?

No two course providers are the same. There are few pre-requisites to becoming an NLP school and there are many training choices in the market place. Here we outline our reasons that set us apart from the crowd.

**Learn the most advanced techniques from internationally recognised experts in the field.**

## 1) Price

When you compare prices initially some providers look cheaper. However, if you decide to continue through to an NLP Masters, Coach or Trainer's Training, you may find that you would spend much more elsewhere and still not get the value you get with IAP, particularly when you consider the extra bonuses of full course audio and video.

The value of being able to prepare or review cannot be underestimated.

## 2 Small Class Sizes

Classes are small, with a maximum of 30. This enables the trainers to give you individual attention, and be aware of your progress during the course.

## 3 We are a Government Accredited Training Provider #70206

Longevity and credibility are important factors when choosing an NLP provider. We have been delivering NLP courses since 2003 in both Australia and the UK, and are registered with the Australian Skills Quality Authority (ASQA).

## 4 Business Applications of NLP

Gordon Young, our lead trainer, has vast experience in the business world. Having built more than one award winning seven figure business he knows what it takes to succeed in the space. Now as a coach and trainer, he supports individuals and companies to perform at their best.

He has coached everyone from world champions, Olympians, CEOs and MBA professors. He has worked with businesses like Price-Waterhouse Coopers, AMP, 20th Century Fox and Optus as well successful and growing entrepreneurs, The Grounds of Alexandria and Phone King among them.

## 5 Ongoing Student Support

This training is just the beginning of the NLP pathway. We want you to be the best you can be. This means ongoing support that facilitates a sense of community and purpose, and reinforces the lessons of the training.

## 6 Train in a Relaxed Environment

You train at Sydney University within their beautiful facilities. It is close to Sydney's CBD and is just 15 minutes from the airport on a good day, and close to shops and accommodation.

# Why study with the IAP?

## 7 We Have Fun, Lots of it!

Yes, there's transformation, there's complex concepts, and you learn how to take charge of your life. We strongly believe there is absolutely no reason why you can't have a lot of fun along the way.

## 8 Convenient Scheduling

We have the widest range of delivery options available in the field. We offer intensive 8 day courses, 4 day blocks, and weekend only options. We always begin at 1pm so you can still fulfil work and family commitments, and finish at 8pm so that traffic is not an issue.

## 9 LIFETIME ACCESS

### The Extra Bonuses

IAP adds more value than any other provider we

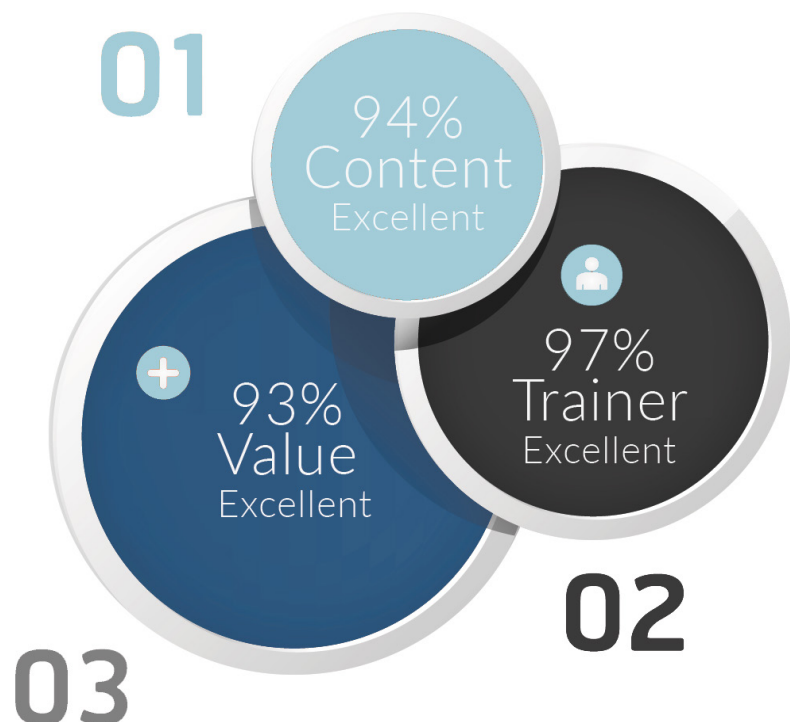
know by supplying you complete sets of audio and video files that support your learning. As a student you will receive the equivalent of 36 DVDsthat you have access to for LIFE.

## 10 Training Pathway

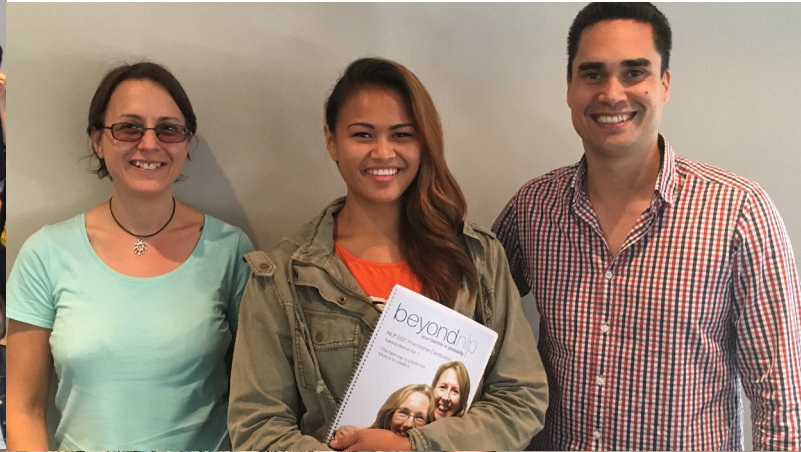
A IAP we offer a clear progression towards an internationally recognised career in this field. From the information evenings, short courses (one day intensives, and Business Advantage) to the certificate course NLP Practitioner.

For graduates we offer the NLP Masters, NLP Strategic Coaching, NLP Facilitator's Training, and many combination course packages that lead to a *Diploma of NLP and Strategic Coaching*, or a *Diploma of NLP, Leadership and Coaching*.

Since 2003 Graduates have consistently rated IAP as **EXCELLENT** for **content**, quality of the **trainer**, and **value**













Institute of Applied  
Psychology  
Be Exceptional

# Be Exceptional

Internationally recognised certifications in  
Neuro Linguistic Programming