

# Business NLP Skills Diploma

Inspiring others to achieve great things.

## Workbook



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# Welcome



## Quotes



## Definition



## Activity



## Checklist

Welcome and congratulations on your commitment to massively improve the quality of your personal and professional life. You are about to join many others on a fantastic journey of success and fulfilment.

This workbook has been designed to be used in conjunction with the Business NLP Skills seminar and slides, where you will be asked to capture your *thoughts and ideas* as you progress and develop a better concept of your own mind. This simple system will help you maximise the benefits and your experience. The workbook is written to reinforce the “*ah ha*” moments and reinforce specific examples and how they may be applied to your life, so if you were to browse through this programme NOW, it would make little or any sense to you. But when completed in a specific order you’ll find that by completing each of the assignments will lead your thinking abilities on to an expanded level of personal progression.

During this seminar you will hear a number of personal stories, strategies and theories, some of which may *challenge* your beliefs or values. If they do, all I would ask is that you say internally “I do not believe what he is saying, ignore this bit”. Don’t feel ashamed or concerned if you experience this more than once, as this is common. The exercises are there to challenge and question the way that your thinking is working and whether it is benefiting you or keeping you from achieving ultimate fulfilment and success.

Be sure to take down extra notes that you can refer to at a later date, including any questions that you may have to ask. Remember there is “*never a stupid question, just a stupid answer.*” In addition to the notes I would ask that you take a few moments throughout the day to write down how you’re feeling, what you’re pleased about and excited about. Personally, I have kept 10 years worth of personal development material and workbook and know that you’ll find real value on putting your thoughts, ideas and emotions on paper. There is a certain amount of clarity that comes from writing something down no matter how *silly or childish, adventurous or challenging* it may seem. This is a simple but highly rewarding system, proven to grow and expand your personal and professional development. The more notes you write down the more you’ll see the distance you have travelled and appreciate just how far you’ve come.

Here are a few tips for getting the most from this workbook:

1. Resist jumping several pages ahead during the seminar. If your mind is thinking about the future it’s not in the present!
2. Take a note of every thought that you have, even if it doesn’t make sense. Some of the most successful businesses are started or developed with a thought.
3. Before you leave for the day have a better understanding about how you can move your business and personal life forward by at least 10%.
4. Write down any useful tips and how you can apply them in reality to your business.
5. Be specific with detail. The subconscious mind only works towards the specifics you give it.

So when you’re ready! I know you’re as anxious as I am to get started. Relax, clear your mind of any preconceived ideas and look forward to applying the skills you are going to learn.



# INTRODUCTION

# What is NLP?



Neuro Linguistic Programming (NLP) is a process of modelling the conscious and unconscious patterns that are unique to each of us in such a way that we are continuously moving towards a higher potential.

## Neuro

By increasing our awareness of the patterns in our thinking, we can learn how these thought patterns influence the results we are getting in work and in life. The key to finding personal and business success comes primarily from within ourselves and learning about how we think enables us to tap into our inner resources.

## Linguistic

Our language is our life. What we can say is what we can think and what we can do. Learning to understand and master the structure of our language is essential in a world where we trade increasingly through our ability to communicate.

## Programming

We run our lives by strategies, in a similar way that a computer uses a program to achieve a specific result. By understanding the strategies by which we run our lives we give ourselves choice - choice to do more of the same or choice to enhance our potential and our individual excellence.

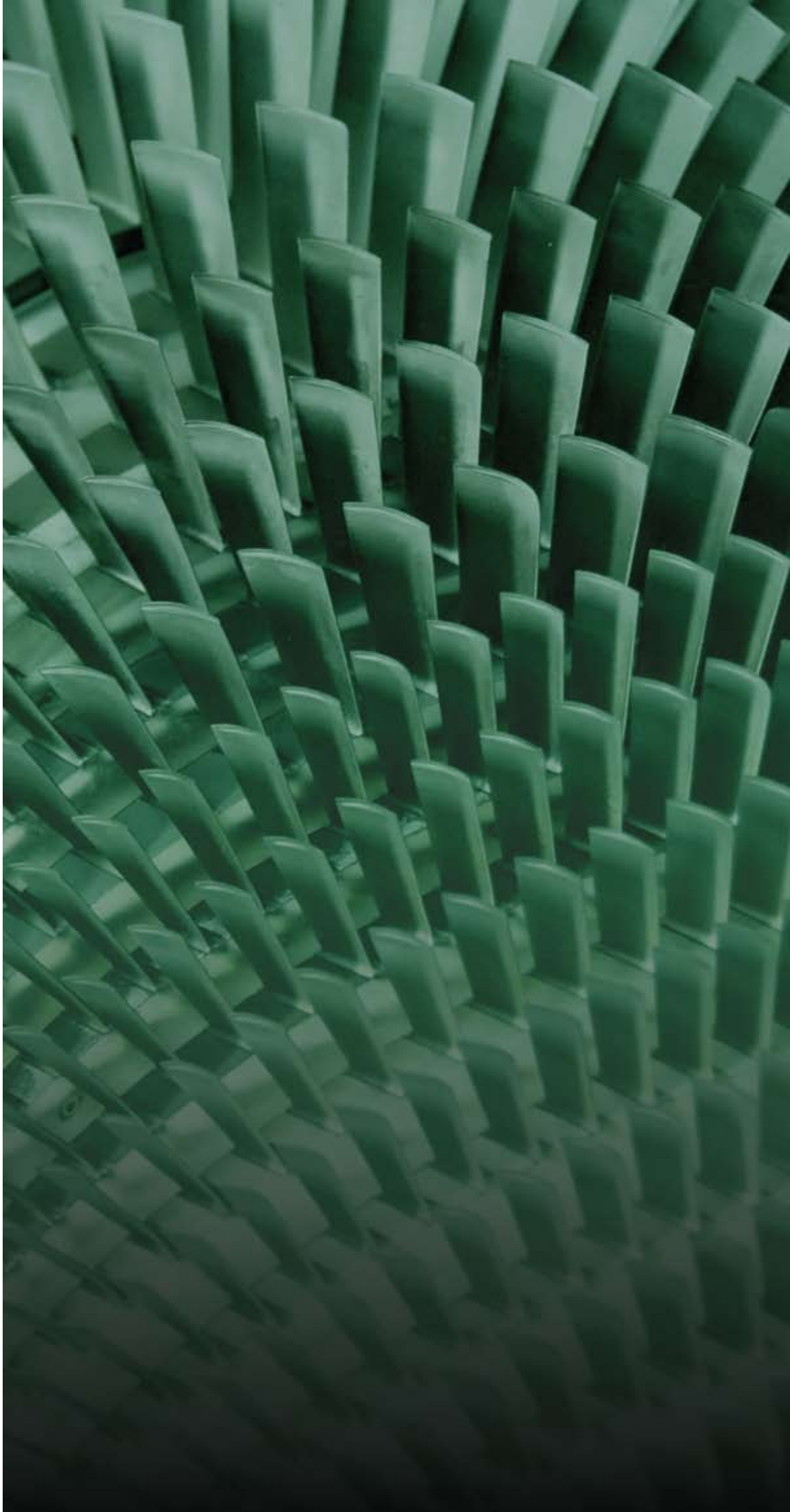
In essence, NLP is the study of our thinking, behaviour and language patterns so that we can build sets of strategies that work for us in making decisions, building relationships, starting up a business, coaching a team of people, inspiring and motivating others, creating balance in our lives, negotiating our way through the day and, above all, learning how to learn.

We have strategies for everything we do. The good news is that we can learn how to refine existing strategies as well as learning new ones and even discard those that are redundant. The bad news is that for the most part the critical pieces of these strategies are outside of our conscious awareness. We typically do not consciously know what we do and especially how we do it.

This is where NLP comes in. With NLP we can unpack not only the conscious elements but especially the unconscious ones so that we can learn how we do what we do. This allows us to do what we really want and achieve what we deserve.

### *How does NLP work?*

NLP pays very little attention to what people say they do, as that usually bears very little or no resemblance to what they actually do. You might think that by asking top achievers how they succeed you would get precise answers. You would be wrong! The key to success is often unknown at the conscious level. The previously unknown pieces are sometimes referred to as the magic of NLP. However it is not magic, merely an awareness of what really makes the difference that is so often missing in more traditional models and techniques. Using the tools of NLP you can elicit these unknown pieces so that you can “code” talent. There will be things you do that you do not (yet) understand.



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