

What is NLP?

NLP was originally created by back in the 1970's by Richard Bandler and John Grinder. Their collaboration began when Richard Bandler asked John Grinder to help him identify the strategies that he had copied from watching film of Fritz Pearls.

This project led to the discovery that specific language patterns, used by these experts that could produce significant changes in people thoughts and behaviours. After studying Milton Eriksson (hypnotherapist), Fritz Pearls (Gestalt Therapy) and Virginia Satir (Family therapy) they mapped out these processes, that these therapist used and then began to model them. They found that it was possible to replicate the results produced by these experts and teach it to others.

From these models grew a host of techniques for quickly and effectively changing thoughts, behaviours and beliefs that previously had limited a person's development. These techniques are commonly known as Neuro-Linguistic Programming (NLP). NLP stands for Neuro-Linguistic Programming, a name that encompasses the three most influential components involved in producing human experience: neurology, language and programming. The neurological system regulates how our bodies function, language determines how we interface and communicate with other people and our programming determines the kinds of models of the world we create

NLP provides people with greater individual choice; choice to choose their behaviours, emotional states and physical states of well-being by understanding how the mind works. NLP explores the relationship between how we think (neuro), how we communicate both verbally and non-verbally (linguistic) and our patterns of behaviour and emotion (programmes). This provides those who have studied NLP with the tools and skills for the development of excellence.

What will NLP do for me?

On the personal side, NLP will enable you to have far greater control and freedom over your own state of mind, responses, and interactions with others. NLP provides you with resources that will allow you clarify your dreams so that you will have greater confidence in achieving your goals, both personal and professional.

How would you like it if you could:

- Take total control over your life?
- Turning your dreams into goals that you can achieve?
- Really communicate with yourself and others?
- Build deep rapport with anyone that would enable you to communicate more effectively?
- Understanding how your mind works so you can influence others elegantly?
- Behave in a positive and effective way by choice?
- Removing beliefs that you have about yourself that are holding you back?
- Reduce or remove your emotional baggage built up over years?
- Have control over your emotional state at all times.

- Influence other people elegantly?
- Changing the way you think, so that you feel and behave differently?
- Understanding what people are trying to communicate when they speak?

Well that's what we teach you how to do on our NLP courses.

Where can I use these skills?

- You can use NLP in your personal life to take control of your thoughts, emotions and behaviours.
- Identify and eliminate limiting beliefs and decisions that have been holding you back.
- Gain control of your life and identify clear outcomes and make your goals come true. You can create the self image that you have always wanted including instant rapport with others.
- You can change your personal history and release unwanted emotions and behaviours and use motivation to start and maintain new behaviours. You can align your values to become more comfortable around, family, relationships, career, health, money all for greater success.

You can use NLP in at work or in business in multiple ways:

- You can build your confidence and assist others building theirs
- Get motivated and stay motivated.
- You can set and attain goals
- You can clarify your dreams for the future and identify barriers that may be holding you back
- You can change unwanted behaviours and responses.
- You can learn how to influence and persuade elegantly.

How will this help you?

- This will help you to improve productivity, revenue and increase sales.
- This will help you to identify and hire the best candidates for your business.
- This will help you to create strong partnerships with your customers and suppliers.
- This will improve your ability to communicate with ease and clarity.
- This will help with improving negotiations to create positive outcomes.
- This will help you understand how to create excellent customer service

Who delivers our training?

Paul Bedford PhD

Dr Paul Bedford has been working in the leisure industry for the past 21 years. Much of that time was spent working for YMCA Fitness Industry Training as a senior lecturer. He first trained

in NLP in 1996, completing his practitioner and master practitioner programmes and completed his trainer training with John Grinder (co founder of NLP) Carmen Bostic St Claire and Michael Carroll.

Paul has a master's degree in Exercise and Health Behaviour (psychology) from City University a second masters in Social Science Research and completed his doctoral work at the London Sports Institute.

Paul currently divides his time between conducting research in the area of the customer experience and delivering training course that provide practical approaches to behaviour change in all areas of the leisure industry.

Paul has spoken to nearly 24,000 health club members in 90 sites across the UK in the past 6 years, to gain an understanding of what members want from membership and how clubs can provide it.

He is known for his extensive work with operators developing systems and practices to improve the customer experience using NLP to teach and deliver these changes. Paul has coached staff teams from managing directors to fitness instructors and run a private coaching practice where he uses NLP to improve performance of his clients.

Paul has been invited to speak at numerous conferences here (Bodylife, Fit Pro, SIBEC, REP's, ISRM, Multitrax). Paul has also spoken in United States (IDEA, IHRSA), Sweden, Norway, Italy, Holland, Germany, Turkey, Spain and Ireland on the topic of member experience and behaviour change.

In 2006 Paul was asked to be the key note speaker at the Register of Exercise Professionals (REP's) national conferences, the organisation that represents fitness professionals. The Fitness Industry Association (FIA) use Paul's skills and knowledge for their sell out, Wining the Retention Battle seminar series.

Why Train with us?

The courses that I have developed have been designed with fitness and leisure people in mind. I have had the opportunity to have been taught by many leading trainers of NLP over the past 13 years. When attending the training I was constantly trying to adopt and adapt what was being taught back into the industry I was working in. The techniques incorporated within these training course can be used in therapeutic situations but where they really come into their own is in the modelling and development of excellence and maximising individual potential. Finally I have decided to train people to use both the NLP Classic and New Code approaches and have incorporated example that are instantly recognisable to industry professionals as situations where these techniques can be applied.

Dr Paul Bedford