

## *INLPTA 2012...*

# “NLP TRAINER CERTIFICATION TRAINING”

## *The Ultimate in NLP!*

- ✓ *More Content!*
- ✓ *More Capabilities!*
- ✓ *More Charisma!*

**Date:** 10-16 March

**Time:** 9.30am – 7.00pm daily

**Pre-Requisite:** Diploma in NLP Training Graduates



**Venue:**  
CPL Training  
Space,  
Remuera,  
Auckland. NZ



*A powerful aspect of NLP  
Trainer Training is to pass  
on the tools and  
techniques to others... and  
hear people saying to your  
newly trained NLP  
Practitioners...*

***You're awesome!  
Thank you!  
You've changed my  
life!***

*Join us!  
...And go for gold!*

## **MARCH 2012**

***Auckland, New Zealand***

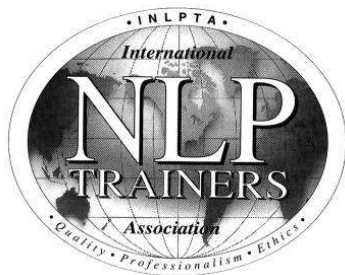
## Learning secrets of NLP Training Design & Delivery... (Full list page 7)

- ▶ Learning how to deliver NLP Training Modules expertly
- ▶ Fully understanding Prac, Master Prac, Trainer Content and Process
- ▶ Advanced Stagecraft Super Skills
- ▶ Advanced Stage Anchoring & Nested Loops
- ▶ Physiology & Advanced Emotionality of Excellence
- ▶ More Awesome Training Presentations

## Quality, Professionalism & Ethics...

### INLPTA Mission Statement...

“The purpose of INLPTA is to facilitate the alignment of professional NLP trainers around the world in the ethical and professional use of NLP through the standardisation and continual improvement of the NLP accreditation process.”



## Who can attend this training?

Graduates of the Diploma in NLP Training

By attending and achieving Certification of this Training, you are becoming a fully Certified NLP Trainer able to deliver INLPTA NLP Practitioner & NLP Master Practitioner Certification Programmes.

## A Gift to you...

**Full Investment:** \$3295+gst in full by 1 March 2012

**Early Bird:** \$2495+gst in full by 20 November 11

**Pay Plan:** \$2895+gst (Sept 11 – Mar 12)

## MANY YEARS OF SUCCESS

INLPTA has been successfully conducting NLP Trainer Training for over 16 years on 3 continents.

They are now making some of this incredible methodology available in a shorter format for those seeking more NLP secrets, yet not requiring to be INLPTA Certification Trainers.

The *Diploma in NLP Training* is an exciting, challenging and extending you further with more opportunity for upskilling, as well as more personal and professional growth. It will also be “in-depth”, and full participation and willingness to grow further is the driving force to success.

**You will have successfully completed *Diploma in NLP Training* to continue on with... INLPTA NLP Trainer Certification Training (7 days) which provides further intensive training and development, greater NLP trainer techniques and the necessary extra skills to be an INLPTA NLP Certification Trainer...**

*INLPTA has members on five continents that have agreed upon Certification Standards in the Training of NLP. All of its members are NLP Trainers who have graduated from the most prestigious Trainer Training available. They have agreed on standards of ethics, professionalism and competence in the training of NLP.*

## YOUR TRAINERS...

Mark Klaassen, Certified NLP Master Trainer (INLPTA), Certified Spiral Dynamics (SD) I & II (NVC, USA), B.Theol, Dip H.R. and Co-Director of Communications Plus Ltd NZ. Mark's background is in banking, business consultancy, human development, counselling, coaching, marketing and training. Consulting to businesses throughout New Zealand and Internationally, Mark utilises NLP and the Spiral Dynamics model to effect cultural and systemic change. He teaches NLP Certification Trainings along with other short courses. He brings with him a unique view of the 'human development' and 'corporate business' areas along with a deep caring for people.

*"Thank you Eileen & Mark for this incredible opportunity to grow and expand myself, my self belief and my sense of capability. I do believe it now! Huge stretches at times and I always felt so committed to going there because of the safe encouraging and totally supportive space you held for us all. You are both a fantastic demonstration of the Magi Creed. I am so delighted to have you both in my world and on my journey. Kia ora, kia koha."* **Paula Powell, People Dynamics. Baylys Beach, Northland, NZ.**

*"It's surprising what you find, and who you find on the road of personal development. It's being on the road... not watching the cars go by that is the single most important thing. A few words will not fully encapsulate the quality of Mark's training and delivery. Hopefully reading this will get you to release your handbrake and set the wheels in motion!"* **Stephen Lewthwaite, ASB, Auckland. NZ.**

*"A hot house learning experience! Designed to grow us despite our reservations – extend us beyond our comfort zone, and cause amazing changes... and for us to discover our potentiality and work towards it as trainers. A fabulous, exciting, terrifying, exhilarating experience... Thanks for the memories."* **Zoe Wilkinson, Director, Training Dynamics, BOP, NZ.**

*"Dr Woodsmall's training was clear, concise and compelling. A true transformational experience. Thank you Wyatt! Mark, a consummate professional that relentlessly pursues excellence in his students, much appreciated!"* **Carel Redelinghuys, GTG Consulting & Training, Auckland.**

*"A long training when combined with Diploma in NLP Training, and quite challenging too. Very good content and learning. Great team. I'm now looking forward to designing, planning and improving some training to deliver in France! Thanks!"* **Stephane Witzmann, NLP Trainer, Paris, France.**



**MARK KLAASSEN**





## Adding to your Trainer Training experience on the final 4 days for Assessment is world renowned NLP Master Trainer & Master Modeler...

**Wyatt Woodsmall** is President of Advanced Behavioral Modeling, Inc., a consulting and training firm committed to increasing the performance and productivity of organizations and individuals through the use of his advanced learning techniques. He is co-author of **Time Line Therapy and the Basic of Personality; Our Vanishing Values: The Culture Crisis; People Pattern Power: The Nine Keys to Business Success**; five monographs and hundreds of published articles on Behavioral Modeling, Advanced Learning Technology and Neuro Linguistic Programming (NLP), and he has been selling 'himself' successfully for more than 30 years!

In addition to serving in industry and government spanning 40 years, Dr Woodsmall developed the models used by the US Olympic diving teams and their coaches during the last three Olympics. He is a Master Trainer and Master Modeller in NLP. His method of using unique models to teach skills, dramatically improves performance, reduces training time and lowers costs. He is a Founding Director of the International NLP Trainers Association (INLPTA), and one of the premier teachers of NLP in the world. His teaching takes him to all corners of the globe.

### Wyatt says...

**As a new NLP Trainer you will need several things to be successful...**

**First**, you will need credibility. This comes from being a member of a professional association. Your certification will be through the International Neuro-Linguistic Programming Trainers Association (INLPTA). INLPTA is dedicated to professionalism, competency and integrity in the training and use of NLP. INLPTA has developed complete standards for certification as a Practitioner, Master Practitioner, Trainer and Master Trainer. These certification standards reflect the diversity of people learning NLP throughout the world and the new material that has been developed over the years. Also there are different certification standards for Practitioner and Master Practitioner Trainings in therapy and business. Anyone completing the training may join INLPTA if they agree to uphold its standards and to teach courses meeting its guidelines. Members may obtain seals and certificates for



**WYATT WOODSMALL, PH.D.**

INLPTA STANDARDS - Pursuant to the conduct of their mission INLPTA has formulated a Code of Ethics and a set of Standards for NLP Practitioner, Master Practitioner, Trainer and Master Trainer Training.

To prepare Trainers and Master Trainers to meet their rigorous standards, INLPTA conducts International Trainer and Master Trainer Trainings every year in several locations around the globe.

INLPTA has members on all five continents that have agreed upon Certification Standards in the Training of NLP.

All of its members are NLP Trainers who have graduated from the most rigorous Trainer Training available.

They have agreed on standards of ethics, professionalism and competence in the training of NLP.

Their syllabus for NLP Practitioner and Master Practitioner Trainings is updated yearly and includes both the classic and new cutting edge developments in NLP.

their students and may use the INLPTA logo in advertising. In short, the INLPTA seal and logo is recognized around the world as a symbol of professionalism and competency in NLP.

**Second**, you will need to know what to train. The INLPTA Practitioner and Master Practitioner content is taught by aligned trainers on all five continents. It includes both classic and new patterns of NLP and draws from all of the different schools of NLP. Many people just teach techniques or a few simple patterns. INLPTA places an equal premium on both understanding and doing. Understanding is particularly critical for a trainer. At INLPTA you learn the why, what and how of NLP as well as where and when to apply it in the world.

**Third**, you will need to know how to train. The INLPTA training design and platform skills models have come from modeling the most successful trainers both in and outside of NLP. The INLPTA training design model is probably the most sophisticated available anywhere. The platform skills model has come from modeling both trainers and entertainers including rock stars, comedians and professional magicians. The INLPTA Trainers Training is the most complete practicum on training available anywhere in the world in any format. You will experience more high quality feedback and more skill development during this training than at any other period in your life.

**Fourth**, you will need to know how to successfully market your services. In this day and age few people can make a successful living simply from teaching NLP. You will need to market both NLP trainings and consulting services to live comfortably. This training presents marketing models drawn from the business world and refined in the crucible of hard knocks. In short, you will be provided with a street-smart approach to marketing your NLP services.

**Fifth**, you will need a pathway for development. INLPTA offers Master Trainer Training for people who have successfully taught INLPTA Practitioner and Master Practitioner Trainings for three years. At INLPTA Master Trainer is neither an honorary title nor just another training level. It is an integral part of a skill development process. To become a Master Trainer you do have to attend one or more Master Trainer Trainings, and you also need to have a broad experience training NLP and to make a contribution to NLP by developing a new NLP pattern or application. Once you become a trainer you will need a growth path that only a professional trainers association can offer you. Attendance at



### *Testimonial...*

*"Communications Plus Ltd (Mark and Eileen) in Auckland, New Zealand is a world class training organisation. They are unsurpassed in the quality of learning and service that they provide their students and clients. Their lead Trainer, Mark Klaassen is a man of high integrity and great competency. He brings to his trainings a contagious enthusiasm coupled with an excellent command of both NLP platform skills and content."*

**Dr Wyatt Woodsmall, Ph.D.  
Certified NLP Master Trainer  
and Master Modeler (INLPTA)**



### **2005 Trainer Training, Auckland**

the Master Trainers Training and assisting at the Trainers Training provides an opportunity to continually upgrade your skills and to get valuable feedback that can only come from your peers.

**Sixth**, you need to look at the credentials and experience of the people who are training you. I was the first person in NLP ever certified as a Master Trainer and is the only person in NLP certified as both a Master Trainer and Master Modeler. I have been doing NLP for over 20 years and have been conducting successful NLP Trainers Training since 1986. I have trained thousands of students in over 20 countries on five continents, and have a better understanding of the international NLP standards than anyone. Wyatt am also a professional modeler with years of experience in successfully capturing, encoding, replicating and transferring expertise. I am joined by an international cast including Master Trainers and Trainers from around the world. In short, you will be studying with people who have many years of combined experience teaching NLP trainers trainings.

**Seventh**, you need to be certified to train NLP, and you need to be evaluated on your merits and skills and not on politics and personalities. Many trainers only give attendance certificates or give certificates with strings attached. INLPTA is dedicated to promoting standards of excellence and professionalism in the training of NLP. It is a professional organization and not a personality cult. You will be judged on your competency and not on your devotion to the trainers. Wyatt and his team are not interested in disciples and clones but in people who want to train NLP with competency, professionalism and integrity.

**Eighth**, you need to train with people who teach NLP with professionalism and integrity and for the right reasons. When one first enters any field one is attracted by what it can do for them. Over time selfish interests begin to fade and the discipline itself takes on a significance of its own. In the final phase one gives back to the work in gratitude for what it has done for them. INLPTA Trainers are known for their level of integrity and for their dedication to the work. They all leave their egos at the door.

There is also a **Ninth** reason that applies to non-native English speakers. INLPTA is an International Organization that has made a dedicated effort to spread NLP beyond the English language. INLPTA has had INLPTA Trainers Trainings conducted in both German and French for the last six years and through translation – Saudi Arabia.



**2011 Trainer Training,  
Auckland**



## GENERAL CRITERIA...

- To have successfully completed INLPTA Diploma in NLP Training (12 days) with an INLPTA Master Trainer authorized to do so by the INLPTA Board of Directors
- Attend a further 3 days INLPTA NLP Trainer Certification Training conducted by an INLPTA Master Trainer authorized to do so by the INLPTA Board of Directors
- Attend a 4 day Assessment with 2 INLPTA Master Trainers
- The Full Certification training meets INLPTA training structure requirements
  - Minimum of 150 hours of formal course room training. (excluding breaks longer than 30 minutes)
  - Minimum of 19 days of formal course room training
- The attended training meets the INLPTA accreditation competency standards and guidelines
- The certificate needs to be signed by at least two INLPTA NLP Master Trainers
- The certificates need to have the starting and ending dates, as well as the numbers of hours and dates written on them. And all certificated need to be ordered by the international or national INLPTA coordinator and be numbered and sealed with the official INLPTA seal

## GENERAL CRITERIA FOR NLP CERTIFICATION TRAINER...

- The candidate is of INLPTA NLP Master Practitioner standard
- The candidate has attended and successfully completed an INLPTA Trainers training (NZ: Level 1 and Level 2)
- The candidate has successfully met the INLPTA competency requirements for an INLPTA Trainer, assessed by at least two authorized INLPTA Trainer Trainers
- The candidate has successfully completed the following:
  - Written assessment of intellectual integration of Practitioner, Master Practitioner, and Trainer content (at least 85% correct)
  - Behavioral Assessment of presentation and training skill levels
  - At least two (30 min+) evaluated NLP presentations before an audience with feedback from the audience and the INLPTA Trainers Trainer
  - An unannounced impromptu presentation and/or demonstration of an NLP content piece or technique before an audience
  - Assessment of competency in training design
  - Demonstrated attitude based on ecology, learning, and the living embodiment of the presuppositions of NLP
  - It is strongly recommended that the candidate has either reviewed and/or assisted with a Practitioner and Master Practitioner program since their original training at those levels as a student
  - It is strongly recommended that the candidate has received 20 hours of either personal coaching, supervision, or therapy by a certified INLPTA NLP Trainer

## INTELLECTUAL AND BEHAVIORAL COMPETENCIES...

- Excellence in attitudinal, behavioral, and intellectual competency in all Practitioner and Master Practitioner level skills and the demonstrated ability to do several patterns simultaneously at multiple levels
- Demonstrated ability to design a complete INLPTA Practitioner and Master Practitioner accreditation training



- Demonstrated ability to design and conduct the delivery of NLP content chunks
- Demonstrated ability to facilitate within students the learning of NLP content and the development of NLP skills and attitudes
- Demonstrated ability to establish and maintain excellent levels of rapport with all participants, colleagues and trainers
- Demonstrated ability to design and facilitate group inductions overtly and covertly
- Demonstrated ability to establish and maintain rapport with groups
- Demonstrated ability to work ecologically with groups
- Demonstrated ability to pace and lead a group in ecological directions
- Demonstrated ability to model the learner
- Demonstrated ability to pace, lead, incorporate and utilize the differences in world views between students-students and trainer-student(s)
- Demonstrated ability to utilize Satir Categories as applied to group communication
- Demonstrated ability to design, facilitate and debrief exercises
- Demonstrated ability to deliver instructions for exercises
- Demonstrated ability to demonstrate all Practitioner and Master Practitioner patterns overtly and covertly
- Demonstrated ability to establish and utilize stage anchors
- Demonstrated ability to design and deliver nested loops
- Demonstrated ability to answer questions and facilitate unconscious processes in an open frame
- Demonstrated ability to coach by facilitating unconscious learning processes
- Demonstrated ability to utilize environmental influences to facilitate optimum learning at conscious and unconscious levels
- Demonstrated ability to facilitate learning at different logical levels and of different logical types
- Demonstrated ability to design and conduct trainings that facilitate different adult learning styles
- Demonstrated ability to appropriately assess and evaluate students at Practitioner and Master Practitioner levels
- Behavioral demonstration of being able to "walk what you talk and talk what you walk"
- Excellent state control, emotional stability, stress resistance and self management
- Demonstrated ability to know and process your own model of the world and to adjust yourself congruently, ecologically, and respectfully to another person's model of the world
- Demonstrated ability to handle and resolve conflict, and to make effective and ecological decisions as appropriate to context
- Basic understanding of common knowledge models from psychology, physiology, brain research, therapy and other related areas to NLP
- Demonstrated ability to design, deliver and utilize metaphors in training
- Demonstrated ability to give and receive feedback in educative and self evolutionary ways
- Demonstrated ability to design, deliver and facilitate educative tasking
- Demonstrated ability to handle hecklers, under achievers, "problem" cases, ecological and/or ethical issues
- Demonstrated ability to calibrate groups and to respond accordingly
- Demonstrated ability to alter one's own training style as appropriate to context, audience and outcome



## Registration Form – Auckland, NZ

10-16 March 2012

### INLPTA “NLP Trainer Certification Training”

- Full Investment: \$3295+gst in full by 1 March 2012
- Early Bird: \$2495+gst in full by 20 December 2011
- Pay Plan \$2895+gst (Sept 2011 – March 2012)

**INVESTMENT OPTION: \$.....+GST TOTAL: \$..... DEPOSIT: \$.....**

First Name: ..... Last Name: .....

Company Name: ..... Occupation: .....

Mailing Address: .....

Telephone (Bus: ..... (AH): .....

Fax: ..... Mobile: .....

Email: ..... Referred: .....

Your Signature: ..... Date: .....

**Payment method:** *Cash* - *Cheque* - *Company Invoice* - *Direct Credit* - *Credit Card* -**Direct**

**Credit** - Communications Plus Ltd, ANZ Newmarket Account # 010194 0216511 25

**Credit Card** - please circle one: **VISA** **Mastercard** **Bankcard** **AMEX**

**Administration Charge for credit card transactions 2%**

Name on Card: ..... Signature: .....

Card No.: ..... Expiry Date: .....

**Please note the terms and conditions of enrolment into CPL's courses:**

Withdrawal/Transfer from the course after enrolment incurs a minimum 10% fee for administration costs.

Withdrawal from the course within 1 month prior to start date defaults 25% of the course fee.

Withdrawal from the course within 2 weeks prior to start date defaults 50% of the course fee.

Withdrawal from the course within 1 week or after commencement of start date defaults full course fee.