

# NLP Trainer's Training and NLP Trainer's Evaluation



VERSATILITY • CONFIDENCE • CONTENT • SUCCESS

WHAT DOES IT TAKE TO BE A TRAINER?





PROBABLY THE HIGHEST LEVEL OF TRAINING ON THE PLANET

## Who Benefits From This Training?

This training course teaches people how to present to groups, and how to function masterfully in group environments. While the most direct beneficiaries of this course may be those interested in teaching Neuro-Linguistic Programming, the skills and behaviors you will learn are extremely beneficial and applicable in a wide variety of contexts. Anyone desiring to give presentations or speeches, work more effectively in team environments, handle meetings more efficiently, lead groups, or conduct professional trainings, seminars or workshops will find this training to be of tremendous value. This training will make the difference between being a good presenter... and being an Excellent Presenter!

## Customized Topics

During the training, you will participate in a presentation group which will focus on a specific context of NLP training, business and sales, education, or areas of health care. Additional topics may be identified, depending upon the interest of the participants in attendance. The content of individual presentations is to be on specific areas of NLP so you have the opportunity to more fully integrate the NLP information you already know, while also mastering new material and skills.

## Learn to be Comfortable & Confident as a Presenter

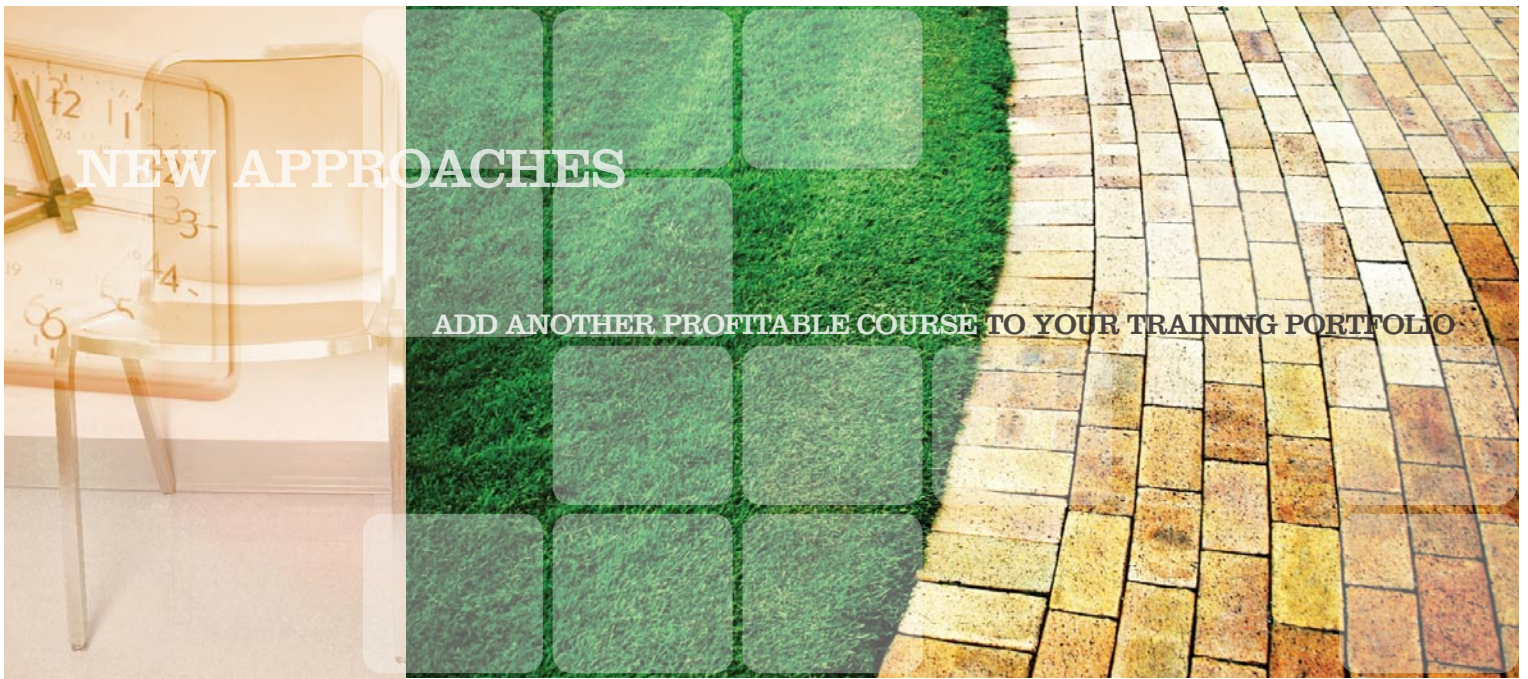
This training gives you the knowledge and tools you need to be a polished presenter, and if you are like most people, you also want to be comfortable, confident, and resourceful. In many studies, the most common fear in America is the fear of public speaking—even more common than the fear of dying! It takes more than just a few lectures and a couple of times on stage to

overcome such a prevalent fear. Our entire training is based upon gently guiding you, step by step, through a supportive, ecological, and enjoyable process! Learn and experience how to turn this fear and anxiety into excitement, energy, comfort, and confidence that contribute to your success!

## Some of the Skills We Cover:

- Teaching to the conscious and unconscious minds simultaneously
- Creating moment-to-moment state control in yourself and your audience
- Working with the group process, common challenges and solutions
- Utilizing 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
- Utilizing 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 styles and training styles
- Training design and sequencing
- Utilizing 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, seminar outlines, and much, much more!
- Trade secrets and tricks of the trade



### **A word from Dr. Matthew B. James...**

I often begin my Trainer’s Trainings with this question, “What does it take to be a trainer of NLP?” There are a variety of reasons for coming to an NLP Trainer’s Training, and there are a variety of Trainer’s Trainings available today.

In my opinion, when you achieve the level of NLP that is beyond the Master Practitioner, then your method of evaluating and choosing an NLP training must change. You must examine the people doing the training even more carefully, and the organization behind the training with the utmost of care. Choose your trainers wisely!

It is my intention to have as many people as possible teaching this information because it’s in everyone’s best interest to share this information with the world. One of the ways I contribute to that goal is by creating trainings that help make great teachers—such as our Trainer’s Training and Evaluation & Certification Program.

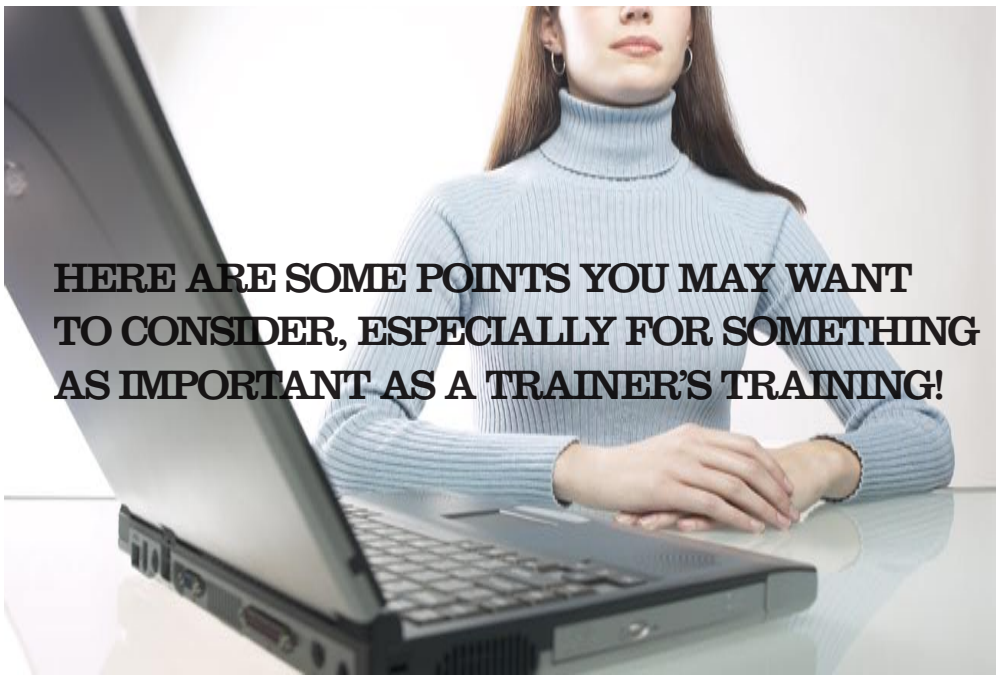
When you train with me, you’ll find that I share what I have learned as openly and directly as possible. I’d like you to benefit from my experience, my mistakes, and my successes. This training is the final piece that integrates all the NLP trainings into one. I hope you join me.

**Matthew B. James, M.A., D.C.H.;** is the President of American Pacific University and The Empowerment Partnership. Dr. James is committed to life long learning as reflected in his many degrees and certifications. Matthew has an undergraduate degree in Criminal Justice Administration and Business Management, a Masters degree in Organizational Management, and a Doctorate degree in Clinical Hypnotherapy. He is also currently completing a Ph.D. in Health Psychology.

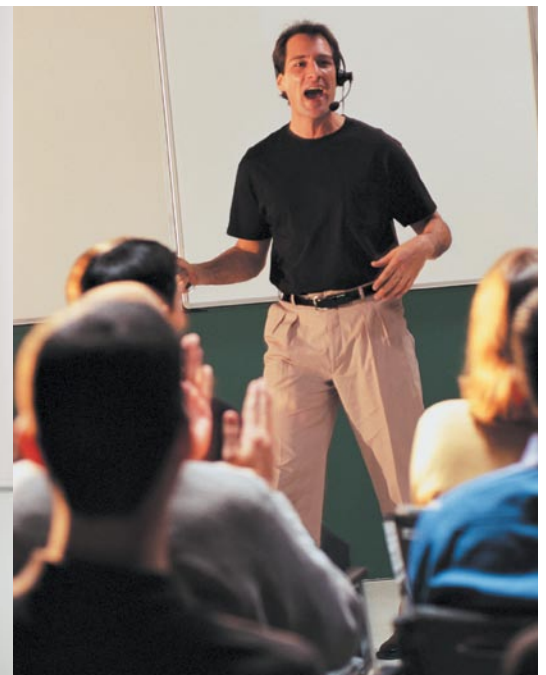
A Certified Master Trainer and one of the youngest persons to be certified as a Practitioner and Master Practitioner of NLP, Matthew has an instinctive ability to teach sophisticated material in an easy-to-understand manner, which allows his students to have unbelievable fun while simultaneously—and effortlessly—learning on many levels.

In addition to his duties with American Pacific University and The Empowerment Partnership, Dr. James conducts training in Hypnosis, NLP, Time Empowerment™ Techniques and Huna in the U.S., Canada, Europe, Japan, Korea and Hawaii.





**HERE ARE SOME POINTS YOU MAY WANT TO CONSIDER, ESPECIALLY FOR SOMETHING AS IMPORTANT AS A TRAINER'S TRAINING!**



### **1. Trainers of the Highest Quality & Expertise**

Choose your teachers wisely. For a training that is dedicated to teaching you how to train, the excellence of the training staff is of the utmost importance. Matthew B. James and our expert team of Trainers and Master Trainers are some of the world's leading NLP trainers and innovators. We provide you with only the best—the most qualified, skilled, knowledgeable and personable trainers who are masters in Accelerated Human Change Technology. The bottom line is we are committed to excellence and we love to teach!

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

*Frank Tralongo, Los Gatos, California*

### **2. Record Of Success**

We've been conducting NLP trainings since 1982 and Trainer's Trainings since 1985. According to Dunn and Bradstreet figures since 1992, we're one of the largest NLP training organizations in the world. While the fame of a trainer or organization doesn't ensure quality, it can be an important indicator of the value provided. After all, it is a following of people that creates popularity. Year after year, we receive a very high number of referrals and repeat customers. We consistently receive the highest ratings on our evaluations. We have achieved this by presenting excellent trainings and producing effective trainers—after all, that's what we're all about!

### **3. Walk The Talk**

To teach something is not necessarily an indicator of having mastered it, yet the great teachers of the world "walk their talk." They live, breathe and exude the principles of their teachings. It is important for knowledge and behavior to be congruent. Amazingly, there are some very famous NLP trainers who don't demonstrate the basic skill of rapport on a regular basis! At The Empowerment Partnership we like to consistently lead and teach by example.

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.*

### **4. Ample Opportunity to Present & Receive Immediate Feedback**

We have a very high ratio of staff to students in our courses. For this event, we will have 20 Certified Trainers who will support you to be the best you can be! Throughout the training, you will actually be presenting several times a day. You will not only be receiving immediate, quality feedback, you will have the opportunity to give feedback which reinforces your own learning. These are indicators of real value in a Trainer's Training.

### **5. Challenging For All Levels of Expertise**

No matter how experienced you may already be, novice or expert, this training has a lot to offer. You will be amazed at how quickly you improve, and how quickly others do as well, even in just the first few days—not just the "gifted" presenters, but everyone! You will easily learn the exceptional techniques of NLP as applied to presentation skills, and be able to use them immediately. These areas include the use of physiology, energy, state control and elicitation, stage anchoring, group rapport, trance induction, nested loops, utilizing questions, pre-teaching, presentation design, and much, much more! You will definitely be stretched to your potential!

Your commitment to making not only trainers, but absolutely excellent trainers earns my highest respect. Excellent beyond expectations - I challenge anyone to produce better quality trainers of NLP in one single training.

*Mervyn Lornie, Benoni, South Africa*

### **6. Presentation Methods**

There are a variety of NLP trainers in the world. There are trainers who are delightful entertainers, fantastic storytellers, great hypnotists, and those who impart useful information and demonstrate great talent. We think it takes all of these skills plus a multi-media approach to present a great Trainer's Training, and this is where we place our emphasis. We have heard about Trainer's Trainings that are boring, intimidating, or less than satisfying. We know what it takes to be an excellent trainer. Our commitment is to provide you with only the best. Our training will entertain and inspire you, encourage and challenge you, and engage and support you!



# BUSINESS, EDUCATION, MANAGEMENT, THERAPY AND PERSONAL GROWTH

## 7. Length Of Training

It's been our experience after having numerous successful Trainer's Trainings, that it takes more than six or seven days to have a thorough training from which you can leave with integrated skills and confidence that last. While there's no set required amount of time for an effective Trainer's Training, you need time to prepare and make presentations, and receive quality feedback. You also need time to experience great trainers in action, and time to master the variety of material covered. Even though we are very effective with accelerated formats, we think it takes longer to conduct a great Trainer's Training. With our training design, we offer the leading-edge of excellence. We've designed a powerful training to take you well beyond just basic presentation skills.

## 8. Training Versatility

It is good to know the range of experience and expertise of anyone with whom you study. The Empowerment Partnership presents some of the best NLP trainings in the world. We also present a variety of other valuable, advanced technologies that complement, supplement, and extend the benefits learned and achieved with NLP.

We teach the breakthrough Empowering Your Life™ Seminar to the general public. We teach business people to reach new levels of effectiveness with innovative communication and sales skills. We teach Time Empowerment™ Techniques and hypnosis to the therapeutic community. We teach advanced learning and teaching strategies to educators. We even teach the ancient Hawaiian wisdom of Huna to people with more esoteric interests. All of these different trainings have one thing in common—our participants love them! You need versatile skills to teach in different markets, and we prepare you well.

## 9. Full-Service Organization

It is very important to consider the organization behind the training. This is another strength of The Empowerment Partnership. We provide further opportunities to encourage your continued development and success:

- Trainer's Evaluation—providing you with the opportunity to be certified as an NLP Trainer. Most organizations aren't qualified to offer that.
- Permission to use our training manuals for Practitioner and Master Practitioner trainings—helping you get started right away.
- Audio tape collections of complete trainings—assisting you to review the material and design your own trainings.
- Ongoing support via e-mail or phone —encouraging your continued growth.
- Advanced Professional Development— offering the means for becoming a Master Trainer of NLP.
- Further accreditation and program authorization—empowering you to expand your offerings.

## Prerequisites

1. Certification as an NLP Practitioner & Master Practitioner is required.
2. All participants will be screened by The Empowerment Partnership prior to admission.
3. See the Evaluation section for further information.

As a teacher, this is the best classroom experience that I have ever experienced. The training design is excellent and all teachers would profit greatly from this training!!

*Mary Donecker, East Petersburg, Pennsylvania*



**YOU ARE CHALLENGED, INSPIRED AND TRANSFORMED**

## **NLP Master Trainer Program**

**A professional development program with all the personal attention you need!**

### **What is the Master Trainer Program?**

The NLP Master Trainer Program is an advanced professional development program for anyone interested in reaching the highest level of training mastery. It is not a training, although our Trainer's Training is a component. It is a program to support you in continuing your education and development as a trainer. It is designed by you and approved by Matthew James. When successfully completed, you will be a Certified NLP Master Trainer.

### **Who is Eligible?**

The program is open only to Certified Trainers of NLP, and is available by individual application made directly to Matthew James. There are specific, rigorous requirements, of which you will be informed when you apply. Matt will 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's Training, you will do at least one "on-demand" presentation and receive personal feedback.

### **What are the Benefits?**

This is an individualized program, so the benefits are what you choose to make them. It is your program, so you get to make it the best program for your goals. Completion of the program will open up opportunities in many ways. Depending upon the design of your program, these opportunities may include:

1. Qualification to certify NLP Trainers.
2. Qualification to attend the Time Empowerment™ Techniques Trainer's Training.
3. Accreditation as a Hypnosis Institute by The Association For Integrative Psychology, thus approved to certify others.
4. Agreement to conduct Empowering Your Life™ Seminars and Accelerated NLP Practitioner Certification® Trainings.
5. Guidance from a Master Trainer & Techniques to market trainings.
6. How to model The Empowerment Partnership, a company that has the longest history of running NLP, Time Empowerment™ Techniques and Hypnosis Trainers' Trainings.

### **Dates**

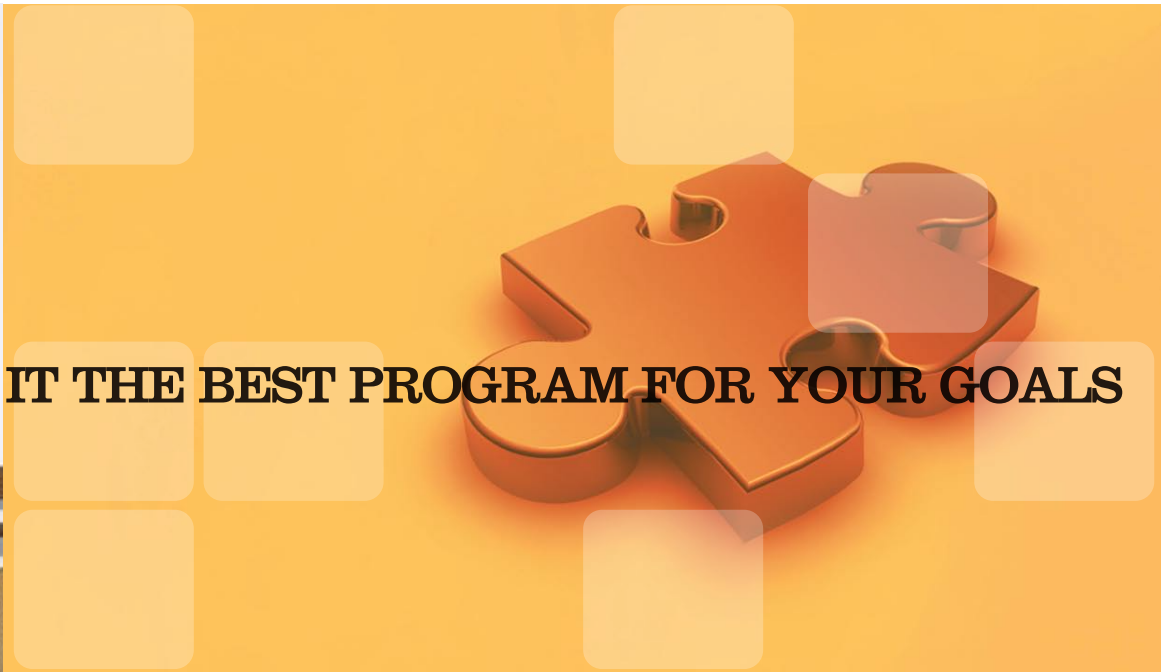
The Master Trainer's program will have an "on-going" component, if needed, designed for your personal development as you grow to become a Master Trainer. There will be training sessions, evaluations, and personal coaching to assist you in growing to that level.

Since it is our intention to have the Master Trainer certificate have meaning, we will monitor your progress and provide feed-back. In order for us to monitor your progress we will need to stay in close contact.

Attendance and/or assisting at a future Trainer's Training and Evaluation & Certification program is required after you are a Certified Trainer.



# YOU MAKE IT THE BEST PROGRAM FOR YOUR GOALS



## NLP Trainer's Evaluation

**The most rewarding evaluation you may ever experience!**

### What is it?

This is a formal NLP Trainer evaluation program approved by the The Association For Integrative Psychology. It is not designed to introduce content. You will be tested on your NLP knowledge with a written test. You will be tested on your NLP skills with presentations you will make utilizing what you learned in the Trainer's Training and an NLP demonstration.

### What are the benefits?

The direct benefit is being eligible to become Certified as a NLP Trainer, which adds legitimacy and credibility to any NLP business. The indirect benefits are many. The high level of mastery demonstrated and experienced over these four days is incredible! Most participants report leaping to a whole new level of skill. It is an empowering, enjoyable experience and, if you're like most, you will leave more capable and confident, ready to be certified as a NLP Trainer!

### What if I don't plan to train others in NLP?

We have found over the past ten years that most participants strongly desired to be certified to gain a sense of completion, even if they had no plans for training others. Since this is a personal decision, something important to consider is that certification provides formal endorsement of your level of expertise. Certification increases your career options now, and in the future.

Great evaluation format! Ensured me the choice to succeed. Why would I want to take a Trainer's Training where there was no chance to be certified? This was great!!

*Lynda Hutchens, Honolulu, Hawaii*

## Prerequisites

1. Certification and current knowledge of standard, traditional NLP Practitioner and Master Practitioner levels.
2. Working knowledge of hypnosis and Time Empowerment™ Techniques as taught by The Empowerment Partnership. (Audio programs are available for preparation).
3. Attendance of our NLP Trainer's Training.
4. Experience having assisted with at least one NLP Practitioner Training and Master Practitioner training OR successful completion of a Competency Interview with a Master Trainer on our staff.
5. Previous experience with training or presenting to groups is recommended, but not required.
6. All participants will be screened by The Empowerment Partnership prior to admission.

## Will I be eligible for Certification?

YES. Our coursework and training are approved by the Association for Integrative Psychology (AIP). Because we are AIP approved, your requests for certifications as a trainer and as a training institute have been simplified. Choosing and maintaining certifications provides formal endorsement of your level of expertise. We will provide you with the information you need to become certified by AIP at your training.

# Don't Miss Out on This Great Opportunity!

## Enroll Now!

Just fill out the Trainer's Training Seminar Enrollment Form and mail it back to start your journey to harness the power of the mind and master the skills of a trainer!

## For Our Graduates

If you have graduated from our training series, we invite you to apply to our assisting team. We would appreciate you sharing this brochure with someone who would also benefit from our trainings. Remember, our referral program is our way of saying "thanks".

## Our Guarantee

Our guarantee is simple...Your complete satisfaction is our goal. You have seven (7) days from the date you enroll in the trainings to cancel your agreement and have 100% of your deposit refunded. Thereafter, there is a non-refundable cancellation fee of \$700 per training session. Once the training has started, if at any time prior to the conclusion of your session, you should become dissatisfied with the program, simply meet with your instructor to discuss your dissatisfaction and if we are unable to resolve the problem, we will refund your entire enrollment fee less the non-refundable cancellation fee. For further details on our guarantee, consult your course materials.

The excellence of our seminars and trainings has made us one of the largest NLP training organizations in the world. Come experience this seminar with an established world leader.

## Lifetime Support

We provide lifetime support with any purchase of product and on any training you take with us. If at anytime you have a question or need some help, we'll be there for you.

**If you are ready to learn what it takes to be a trainer or if learning how to effectively present any type of information is important to you, join us and take the "Leap"!**

**Enroll today.  
1.800.800.6463  
or [www.nlp.com](http://www.nlp.com)**



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