

Held just once a  
year - and the  
next one begins in  
September 2016

# *The Pegasus NLP Master Practitioner*



In the New Forest  
September to November 2016

# When it's time to move up to Mastery...

Our NLP Master Practitioner Certification Programme is held every year in the autumn.

The next one begins on 2 September 2016. It's your opportunity to take your skills to a new level and

Use NLP effortlessly, conversationally and without relying on techniques

Develop a skilful, thorough, and integrated life-coaching approach

Apply NLP as it was originally designed – by becoming an NLP Modeller

Benefit from a life-enhancing 10-week self development journey

Benefit from the *Release the Brakes on Life* process.

The Programme is in three Modules September-November. This makes it easy to integrate into work schedules and gives you time to practise and integrate what you are learning - and to develop your personal NLP Modelling Project.

Join us for a breath of fresh air in the peaceful and inspiring New Forest as part of a small select team of around 9-12 highly motivated fellow travellers.

## Who takes part?

### Managers and team leaders

Improve how you lead, motivate, and manage individuals and groups, handle difficult people and situations, recognise and utilise group-dynamics, and cultivate high performing teams..

### Trainers, teachers and facilitators

Develop advanced NLP skills with which to engage and influence your audience through how you design and deliver your message.

### Sales professionals

Ensure your customers recognise the value of your offering, sell effectively even in difficult markets, and develop enduring customer relationships.

### Coaches and mentors

Develop the Pegasus NLP style of *Consultative Coaching* in which you enable the person to find their own solutions. Apply *Consultative Coaching* in a variety of situations including life coaching, managing, teaching, and parenting.

### People who want to develop themselves

The Masters is a powerful, in-depth 10-week self-development programme in which we work primarily at the levels of beliefs, values, and identity. And everything you explore is first applied in your own life.

## The key Learning Areas

### A thorough immersion in advanced NLP

The structure of the Programme (three modules over ten weeks) is designed to have minimal impact on your work schedule while enabling you to integrate what you are learning.

### Coach with integrity

Develop your personal life coaching style by learning with, and modelling the approaches of, three trainers who share around 40 years practical, hands-on counselling, coaching and mentoring experience. You will be learning how to apply advanced NLP methods to facilitate enduring and in-depth personal change - in a natural, and conversational manner.

### Use Meta Programmes to understand people

These out-of-awareness filters provide insight into why people make decisions, hold preferences and prejudices, and communicate and react the way they do. This skill enables you to mentally run a personality profiling process in the course of ordinary conversation - especially important in team leadership, selling, interviews and coaching situations.

### Use Advanced Language Patterns with ease

Develop a natural and conversational style of NLP by refining the Milton and Meta Model NLP Language Model skills from your Practitioner Certification Programme as well as acquiring additional patterns.

### Advanced Conversational Reframing

This is our adaptation of the traditional *Sleight of Mouth* patterns and can be used in ordinary conversationally to enable a person to examine and loosen limiting beliefs and values and to change how they perceive and respond to difficulties and setbacks.

### Behavioural Modelling

In NLP modelling you create a detailed 'blue-print' or model of how someone does something e.g. how they successfully play golf, handle difficult customers, get angry with loved ones, or procrastinate. Modelling skills enables us to (1) coach, mentor and facilitate personal or group change as well as (2) acquire the skills of experts as well as teach these to others.

### Seamless NLP

Over the span of the Programme you will be aiming for an exceptional level of NLP Skill which you will be able to use in any context be it social, professional or inter-personal.

*The full Masters' syllabus is at the end of this brochure.*



# Behavioural Modelling

What is behavioural modelling?

Modelling is the ability to identify, in precise detail, how somebody does something. We can model *desirable* skills such as how they manage stress or successfully play sport or manage a team of people. And we can also model skills which people wish to *change* such as their ability to stress themselves or to feel angry, unconfident, or anxious.

NLP Modelling is a very thorough process in which we aim to precisely identify everything that is involved in a person's skill:

- their mental and behavioural strategies
- how their surroundings influence behaviour
- how their beliefs and values influence their ability
- the degree to which their self esteem supports what they do
- How their mental filters operate (i.e. Meta Programmes).

Why use behavioural modelling?

**1. Skills enhancement or transfer:** we use this with valued abilities such as sports performance, public speaking, or effective leadership or selling.

We then use what we model to (1) coach them in improving their performance and/or (2) acquire this skill for ourselves and/or (3) to teach the ability to others.

**2. Skills replacement:** we use modelling as part of a comprehensive coaching or mentoring process. By modelling how they currently function we can enable them change or replace unwanted skills e.g. becoming overwhelmed, undermining their self esteem, or under-performing at work.

Modelling in this way enables us to precisely coach the person in an amended or different approach.

Because experts can't teach

An expert is someone who can successfully and *consistently* achieve a particular result.

But most expert performance occurs unconsciously. Ask them how they do it and at best they will be able to tell you what they *think* they do. Their real expertise is out of their conscious awareness.

NLP Modelling enables us to identify the many out-of-awareness factors which account for individual or team success - and use this in skills enhancement or in skills replacement.



## Your own modelling project

Designing and developing your own Modelling Project is central to the Master Practitioner. In Module 1 of the Programme you select a skill which you would like to study in depth.

You then identify precisely how three experts do the skill, compare this with the skills of two or three non-experts, and build a model that will enable others to do this skill.

Previous Masters' projects have included public speaking, horse whispering, safe driving, making telesales calls, leadership in action, listening to music, creative writing, etc. In the final days of the programme you present your project results to your colleagues.

The modelling project is a particularly powerful vehicle for developing sound, practical and in-the-field NLP ability - and for integrating all of your Practitioner and Master Practitioner Skills.

## 'Release the Brakes'

Most of us recognise that there is a lot more to us and to our potential that we ever tap into.

Although we know we could attain more we tend to

- Procrastinate
- Aim for slightly lower targets
- Believe 'others could do it' but not us
- Avoid projects that might fail
- Fear rejection in important situations.

Our deeply ingrained attitudes, habits, and thinking patterns hold us back.

In the *Release the Brakes* process you will be designing a vision for your life in the coming years, planning how your daily life can be more fulfilling, and identifying (and releasing yourself from) un-useful self-sabotage traits.

This is an ongoing process rather than a technique and it can be life-changing. *Release the Brakes* is really a workshop within a workshop: we will be going into it in depth over the three Modules of the Masters and devoting a total of around two days of Programme time to it.

## Learn how to teach NLP

In this Master Practitioner Programme you will learn how to teach NLP techniques to individuals and groups.

We will be examining what make the techniques work and how best to sequence techniques in short training sessions. You will have practical sessions in which you present NLP Practitioner-level techniques to your colleagues and you will be able to refine your skills through live feedback from colleagues and trainers.

Whilst we will not be exploring the in-depth training skills which you can learn on our NLP Trainer Training programme, you will learn and practise how to design and present short NLP sessions.

This is particularly useful if you intend to introduce NLP skills into your workplace.

## How you learn...

### Pegasus NLP Practitioners only

Since our first Master Practitioner in the mid 90's we have limited attendance to Pegasus-Certified NLP Practitioners. This may not be a very good business model, since it limits the number of potential participants, but it makes for a more in-depth learning experience for participants:

(a) It makes for a more cohesive group and a better learning team.

(b) We can pack a lot more into the Programme because we do not have to spend time bringing people up to speed with the many unique behavioural and attitudinal aspects of Pegasus NLP training.

### A meeting of friends

The Masters is a more personal course – by the time you attend we (you and the training team) will already have spent three weeks working together and getting to know one another. This makes a big difference when it comes to being able to personalise the material to suit you and to offer personal pointers as to its applications.

### Small groups

The learning team of around 9-12 ensures you have on-going personal access to the Trainers. As on your Practitioner Certification Programme you will also be part of small coaching groups which change with each module.

### Active Learning & Co-Learning

You learn actively and interactively through doing, discussing, and exploring. And, on the Masters we are *co-explorers* rather than experts-and-followers – there is even more emphasis on facilitated and experiential learning.

### Exceptionally in-depth exploration

Because we are operating at an advanced level more time is allocated for the practical exercises to make them more in-depth and to allow for individual feedback and coaching.

For example, in Module 2 we run one of the longest and most thorough NLP training exercises available anywhere. This is a live Modelling Exercise which runs over two full training days. This is done in small groups and with on-going live facilitation and coaching from the course trainer.



## An inspiring place

We're on the 66-acre Avon Tyrrell estate in the New Forest with its lakes, woodlands, deer and other wildlife, cycle tracks (and cycle hire), and proximity to the open heath-land and to the sea.

With lots of memories and anchors from your previous visits, places to revisit, places to discover, open spaces to take time to reflect on what you are learning and experiencing (*and* take a break from it) it's ideal location for this quite unique learning journey.

It's also only 25 minutes drive from the sea. So on Modules 1 and 2 there's time to have a meal and catch the sunset over the sea around Christchurch harbour.



## Advance preparation?

No need to revise. We will ensure everybody quickly gets back up to speed with the material from the previous courses. And the following suggestions are optional:

**Your personal development:** In the Masters we explore advanced NLP skills and processes - and you will be applying everything you learn in your own life as you learn it. So it's a good idea to identify aspects of your life that you would like to change or enhance and to also consider the benefits of making this change.

**Your modelling project:** Begin thinking about a particular skill which you would like to 'model' for your project during the Master Practitioner – and identify a few people who you consider to be experts in this area and who might be prepared to talk with you about their skill during the Masters.

### Consultative Coaching

You will be developing in-depth coaching skills as you model and learn to use elements of our unique *Consultative Coaching* which Pegasus NLP has been developing in recent years.

With this model you first use your modelling skills to identify precisely how the client creates and maintains their difficulty. Then you *guide them* in developing an alternate approach which is an ideal fit for their thinking and their personality.

So rather than making the client fit into and adapt to the solution you use modelling skills to fit the solution to them.

# Certification as a Master Practitioner of NLP

We aim is to ensure that by the end of this training programme you will receive certification as a Master Practitioner of Neuro-Linguistic Programming.

As this is a full-length, full-syllabus course your certification is widely recognised within the world of NLP and, since Pegasus NLP Training is a Founder Member of the Professional Guild of NLP, it is recognised by all Member Organisations of the Guild.

In addition, as a Certified Master Practitioner who has trained through a Member Organisation of the Guild you will be able to apply for Individual Membership of the Guild.

## A certificate to be proud of

We want you to be proud of having achieved your NLP Master Practitioner Certificate in the knowledge that it is proof of your having achieved a specific level of skill.

This is why the certificate is proof of *demonstrated skill* rather than a certificate of attendance.

And, while certification is guaranteed, we may not always be able to immediately certify everyone. Anyone who does not receive immediate certification will be invited to do some further work to bring them to certification standard and this may require a further short visit to one of our courses (for which there is no charge).

Throughout the course you will receive direct and indirect coaching to enable you to reach the requisite standard and you will be part of a small coaching team of three or four people with the joint aim of ensuring that each of you reaches the highest possible standard of *Certified Master Practitioner NLP* by the end of the training programme.

In the certification process you will be demonstrating your ability to utilise the main Master Practitioner processes as well as demonstrate mastery in applying the Practitioner material.

In addition you will be demonstrating your skills as a potential Master Practitioner through the manner in which you design, operate and present your Modelling Project.

## Likely to miss a day?

The certification process requires that you have missed no more than 1 day of the training. In the event that you have to miss more than this we will invite you to catch-up the time at a further Practitioner or Master Practitioner Certification Training, depending on how much time you may have missed, in order to accumulate sufficient attendance credits for certification.



## Practical details

### Dates

The Master Practitioner is held in three modules of 7 days, 4 days and 7 days.

### Dates for the 2016 programme:

Module 1: 2-9 September 2016 (Fri-Thur)

Module 2: 17-20 October 2016 (Mon-Thur)

Module 3: 25 Nov – 1 Dec 2016 (Fri-Thur)

### Times per module

| Day          | Start   | Finish  |
|--------------|---------|---------|
| First day    | 3.30 PM | 6.45 PM |
| Other day(s) | 9.00 AM | 5.30 PM |
| Final day    | 9.00 AM | 3.00 PM |

### Training fee

If you are staying on-site in Avon Lodge the training fee is £2400 + VAT. If you are staying off-site the non-residential training fee is £2500 + VAT.

### Accommodation

Self-catering accommodation is available in Avon Lodge.

*Single occupancy* of a twin room in the Lodge is £515 for all three modules. There is one en suite twin room in the Lodge available for shared occupancy at £435 per person for the three modules. These accommodation prices include VAT.

*Certification fee:* This is included in your training fee. Pegasus NLP does not charge an additional fee for certification at the end of the course.

*Extended payments:* Should you wish to 'pay as you learn and earn' you can pay deposit plus 12 further payments of £250 (including single occupancy of twin room and VAT).

This option does not incur an interest charge and is available to private individuals - we will raise a 30-day invoice for organisations. Please indicate your payment preference when booking.

### How to take part

Because we limit numbers on the Master Practitioner it's a good idea to provisionally reserve your place as soon as possible. Simply email or telephone Debbie. We will then send you the course registration form with which to confirm your booking when you are ready to do so.

Your place on the course is secure once you receive your confirmation and receipt from us.

We will then send you course joining information along with full directions for getting to the venue about 2-3 weeks before the course begins.

### Anything else?

If you want to clarify anything email Debbie Little at [debbie@pegasusnlp.com](mailto:debbie@pegasusnlp.com) or telephone 01202 478 168 or 0845 22 608 22.

# The Masters' Syllabus - what you will learn & experience

This is a dynamic and interactive course which is invariably re-designed as we progress through the Modules to suit the personality of the group - and to ensure we cover the major topics and concepts thoroughly.

In the event that any topics on this list cannot be actively covered we provide information handouts on the subject.

## (1) A different level of NLP skill

On the Master Practitioner Programme you are developing an unusual level skill with NLP.

You learn to adapt and personalise the techniques, use them naturally and conversationally, further develop your personal style of NLP, and even design bespoke techniques to suit particular people or situations.

## (2) Behavioural modelling

Modelling is central to advanced NLP so we examine aspects of it on each day of the course.

And we have a unique 'live' modelling project running over full two days in Module 2 when, as part of a small team, you will be engaged in a start-to-finish modelling project – and comparing your team's model with those of other the teams on the course.

### Your own modelling project

You will be running your own modelling project between course modules.

A thorough modelling project will result in a particularly in-depth and useful body of information and skills.

Such skills which are not widely available so in Module 3 we will look at how you could afterwards market your work as a product in the form of stand-alone e-book and/or workshop.

## (3) Coaching through Modelling

You will be building upon and adding to the coaching and mentoring skills which you began developing in the Practitioner Programme and using these to develop the 2015 version of the Pegasus NLP *Consultative Coaching* model.

With this coaching model you tailor your approach to suit the client's personality and current situation rather than requiring them to adapt to a standard coaching method.

The model is designed to guide you from initial contact with the customer through to the end of the coaching process. It is a life-coaching model that is generic and can be used in managing and leading, mentoring, teaching and parenting.

On the 2015 Programme we will be running an experiment in learning. Rather than being taught a *prepared* model you and your group will be building the *Consultative Coaching* from scratch as we progress through the 3 modules of the Programme.

## (4) Meta Programmes

The Meta Programmes provide us with detailed insights into why some people are resistant to change, pressurise themselves, look to others for answers, make decisions, or get bogged down in details.

These are mental filters patterns which people use when evaluating a situation and responding to it. Having learned to identify them we can use Meta Programmes in communicating, understanding what's behind behaviours, and in bringing an extra dimension to influencing, leading and managing, coaching and mentoring.

## (5) Beliefs

We began exploring beliefs in the NLP Practitioner Programme and looked at how they impact performance, confidence and shape our self esteem.

In the Masters you will be developing more in-depth understanding of beliefs and how they can shape lives. And you will be developing a range of skills for changing or even replacing the unuseful beliefs.

These will include the powerful Re-imprinting Method for dealing with long-held limiting beliefs in yourself and in other people.

## (6) Values

We began working with Values and Motivation in Core Skills and continued this in the NLP Practitioner 2.

In the Master Practitioner we explore how to seamlessly use values to influence individuals and groups in a manner which is respectful and 'ecological' – and how to empower others so they can work with their own values.

## (7) Pattern Mapping

This is the ability to identify or 'map' a person's habitual ways of thinking, responding and behaving.

Doing this enables you to recognise trends of behaviour, deal with the pattern rather than just the difficult behaviour, and make your change-work more pervasive.

## (8) How to avoid 'the law of unintended consequences'

We apply *practical* Systems Thinking in the Master Practitioner. This is to ensure that your use of advanced NLP change-work, whether it is with individuals or groups or organisations, takes into account how the 'system' will be affected by the change - so that well-intentioned change does not create greater problems.

## (9) The NLP Practitioner skills

We revisit all of your NLP Practitioner processes. This is so that you understand how and why they work and are therefore able to apply them with greater skill and subtlety.

These include advanced anchoring, submodality skills, Time Line skills, Strategies and the TATE, Milton and Meta Models, Personality Map, reframing, and techniques such as Parts Negotiation, PICOORE, Disney, etc. And, of course, you will also be learning how to teach these skills to others.

## (10) Advanced Verbal Reframing

This is set of 7 subtle conversational change methods is our own *practical* adaptation of the traditional, and unnecessarily complex, NLP *Sleight of Mouth patterns*.

The methods are used to enable a person to examine and alter limiting beliefs and values - and to change how they perceive and respond to difficulties and setbacks.

## (11) Advanced Communication Skills

Developing advanced verbal and non-verbal communication skills is another central theme to the Programme, as it was in the Practitioner Programme.

Now we go into this valuable skill in more depth and explore additional patterns. This will enable you to develop and refine your ability to recognise and to utilise these verbal and non-verbal methods - and refining these skills will be an almost daily part of the Masters.

## (12) Move beyond reliance on 'techniques'

The standard NLP techniques which you learned in your NLP Core Skills and Practitioner Part 2 programmes, are very valuable. In the Masters you will be reviewing these so that you are at ease with them and are able to teach them to others. And you will, of course, be learning new techniques.

However, while they are very valuable, the standard techniques, are rather like *off-the-shelf recipes* - they work for some and not for everyone. And some people need methods and approaches that are *made-to-measure*.

This is why we say that in the Masters you progress from being an NLP *cook*, who can expertly follow recipes, to being a NLP *chef* who adapts existing recipes and even creates new ones.

## (13) Modelling what makes the techniques work?

Moving beyond reliance on techniques and progressing from NLP *cook* to NLP *chef* requires that you have modelled each technique i.e. identified precisely what makes it work.

This enables you to use techniques more flexibly and personalise them to suit the person and situation. It also means you are more confident in using the technique and are able to adapt things as you go – ensuring the other person also feels confident in the process.

This is an unusual level of NLP skill...

Take the *V-K Dissociation Pattern* for example. The Pegasus NLP version of this, which we developed for people who are not excellent visualisers, has three stages. And the first of these is the Set-up.

While modelling this technique in the 2014 Masters, we identified that this Set-up stage can have at least 12 elements which actually begin defusing the fear or the negative memory... *even before we introduce the Technique stage*.

This is why the refined level of skill that you can develop on the Master Practitioner Programme will often enable you to almost magically resolve issues in the course or 'ordinary' conversation - without having to use a formal technique.

## (14) Additional Techniques

This list includes methods which we began in either NLP Core Skills or the NLP Practitioner Part 2 and which we develop further in this Programme.

*Difficulty-to-Resource Mapping Technique*: how to conversationally use the person's own way of *creating* the problem to resolve it

*Clean Communication*: how to communicate 'cleanly', as a coach or mentor or manager, in ways which ensure that you do not *inadvertently* impose your views on the interaction

*Belief Change Exercise*: how we set ourselves up for setbacks/failures through habitual self-defeating patterns of thinking and acting

*Re-imprinting*: a very powerful belief change process. This is an extended version of the Practitioner-level *Change*

*Personal History* technique for replacing negative beliefs and for defusing the impact of long-standing anchors. It is a little more complex than *Change History* but it can effectively replace the latter.

*Your professional impact*: use the Masters to give yourself a professional 'makeover' in how you verbalise your message and use both your voice and your body language, whatever your profession

*Question Power*: begun in NLP Core Skills we again take this to a new level – how to manage, sell, lead, mentor, coach, appraise, etc. through questions rather than statements

How to use *Softeners* in coaching and mentoring: how to add finesse and subtlety to your communicating ability. How to make your use of NLP relaxed, natural and 'human'

*Attitudinal Flexibility*: a pair of related exercises to quickly change your attitude towards behaviours which you disapprove of in yourself or in others

*Timeline submodalities*: recognise how a person organises time and how this impacts their experience - and use this to coach them in organising time in more comfortable and productive ways

*Pattern Interrupts*: learn to use verbal and non-verbal methods to subtly interrupt a person's un-useful thinking patterns, while maintaining rapport, in the course of everyday conversation

*The Welcome Criticism Technique*: use this to defuse the gut response to being criticised so that it does not de-rail your mood and so that you can benefit from even unwelcome feedback

*The Inner Mantra*: identify and deal with the negative self talk patterns which we unconsciously run in pressured or stressful situations

*Message intended vs. Message Received*: we began this in Core Skills so we now introduce advanced NLP methods to recognise the subtle ways in which prejudices, carelessness, and lack of awareness can cause interpersonal difficulties.

## (15) Self development

We recommend that you treat the Master Practitioner as a powerful 10-week personal and professional development journey.

As with your previous two NLP courses you will be applying everything in your own life – using advanced NLP to replace long-standing limiting responses, beliefs or attitudes with more resourceful ones – and progressively develop an integrated plan for life after the course.

## (16) 'Release the Brakes on Life'

As mentioned earlier this is really a workshop within a workshop. It builds upon and extends work begun in your NLP Practitioner Programme to develop a vision and action plan for the next few years.

In "Release the Brakes" you take stock of your life and look at how to make it even more rewarding, according to your personal values.

The process is thorough and comprehensive. It begins in Module 1 where you identify your current values i.e. the feelings which you want to have more of and less of in your life. You then continue the 'Release' process until the final days of the third Module.

By having this as an on-going 'open loop' from the first few days of Module 1 you are able to relate everything you learn on the course to your vision for your future.

In 'Release the Brakes on Life' you will

1. Create your personal hierarchy of values
2. Evaluate and refine this hierarchy as you go
3. Explore how you can have your higher values fulfilled more frequently in your everyday life - rather than in some far-distant future
4. Identify and resolve subtle self-sabotage patterns
5. Identify and resolve values' conflicts
6. Explore how to share your vision with those you are close to so they can be engaged in the process
7. Create a realistic vision for a future in which you will be actualising your potential
8. Develop action plans to make this happen.

*The 'Release the Brakes on Life' model was recently introduced into the Masters. It is based on Reg Connolly's use of NLP over the past three and a half decades. And it is, of course, an on-going and evolving work-in-progress.*

### **(17) 'Seamless NLP'**

At Pegasus NLP we consider 'Mastery' to be more than just being a highly skilled NLP 'technician'.

We invite you to aim to use NLP expertly i.e.

(1) in a manner which reflects your own personality

(2) by only occasionally needing to use formal NLP techniques and

(3) by making your use of NLP 'seamless' and almost indistinguishable from everyday conversation.