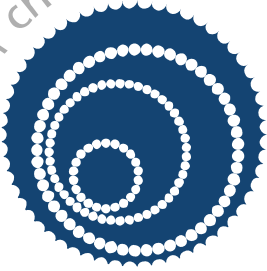


time for change

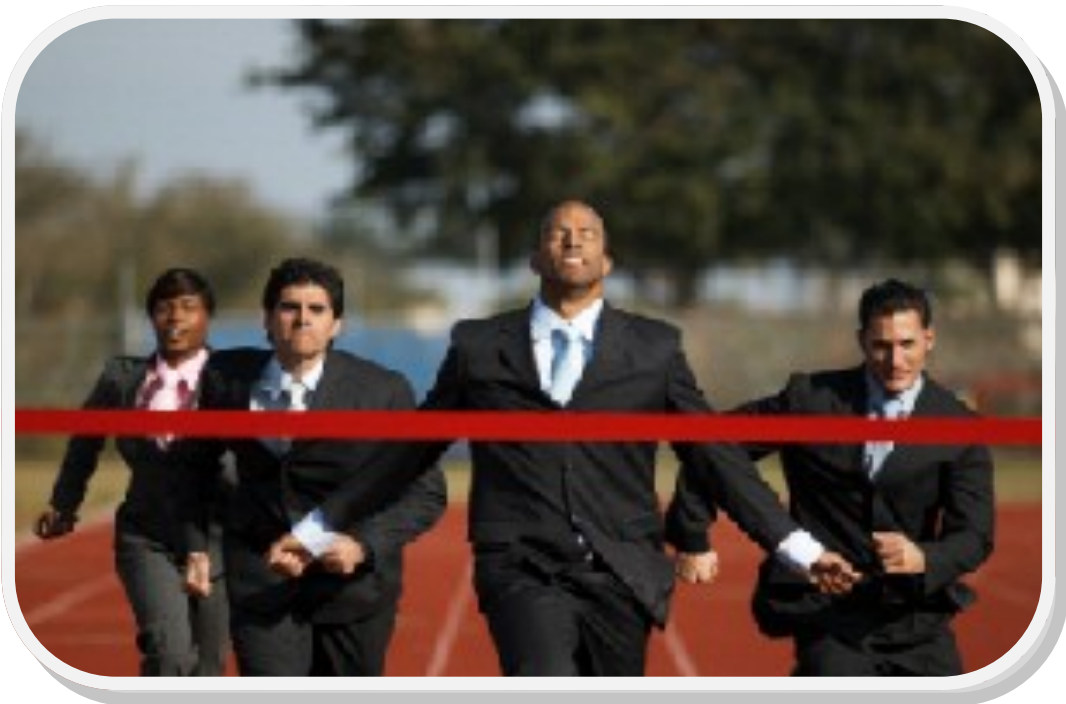


life practice uk

specialists in personal and business coaching

Integrated NLP Hypnotherapy & Coaching

Diploma 2012



GHsc
VALIDATED TRAINING
General Hypnotherapy Standards Council

GHR
REGISTERED
General Hypnotherapy Register

Welcome to the Life Practice Training Academy and thank you for considering us to take your learning & development forward.

We offer a wide range of courses in NLP Hypnotherapy, & Human Potential Coaching, from our introductory foundation level courses to full teachers training.

Our Vision

Our vision in designing these courses was to create a truly unique learning experience, something different from the stand alone NLP practitioner courses & Hypnotherapy Diplomas available today.

NLP is a wonderful behavioural change technique and when integrated with other behavioural change solutions and strategies such as Hypnotherapy, Life Coaching, CBT, and EFT it becomes truly powerful and delivers outstanding results for individuals and companies.

Today these techniques are used successfully in all walks of life from private clinics to the boardroom. They are used regularly to develop and improve the performance of companies, their staff and anyone looking simply to change their lives for the better.

The wide range of techniques taught on our courses can be deployed by our students to enable and empower them to work successfully with individuals and Businesses alike

Our Mission

Our mission is that all our students leave our courses with the skills and knowledge to become leading Life and Business Coaches earning a good living whilst helping people and businesses all at the same time.

Our courses are specifically designed to enable our delegates to become qualified and confident to success as Life and Business Coaches within the setting of their choosing. In the past, these settings have included private practices in locations such as Harley Street, Rodney Street and The Priory.

As the world of professional Life and Business Coaching moves closer towards regulation we feel it is of paramount importance to ensure our training not only meets the standard of emerging regulators but goes beyond the requirements demanded now. This will ensure all of our students will not continuously have to attend further training but will be fully equipped and "fit for the future "now when it matters.

Our new diploma is inclusive of 515 hours of training, 160 hours of this is face to face training with the remainder being completed in the students own home.

The diploma consists of three parts:

- Part 1 **Practitioner level** which covers **core skills**
- Part 2 **Mastery level** which focuses on **Clinical Practice**
- Part 3 **Business Coaching** and **follow up** which teaches the delegate how to incorporate NLP in Business into their portfolio of services

The Difference that makes the difference

The Life Practice Team are dedicated and committed to inspiring and delivering world class personal and professional development courses in NLP Clinical Hypnotherapy and Human Potential Life & Business Coaching.

Our courses are specifically designed for students and delegates looking to become a professional Life and Business Coach and take this forward as a full or part time career now, or in the future.

As the vast majority of our students will become professional Practitioners we intend to ensure they have a range of skills equal to the task of the evermore challenging behavioral change marketplace.

When creating our Life Practice Training courses we wanted to design something both different and unique to the standard NLP and Hypnotherapy courses today. Many courses today can teach you the skills of Hypnotherapy and NLP but they rarely teach you how to set up and sustain a successful practice.

Our Lead Trainer Mark Shields, has run successful practices for many years in The Channel Islands and in the UK, so our training courses will not only teach all the techniques of the powerful rapid change solutions available today, but it will also include a powerful business model that teaches you how to be successful in this industry. It is important all students have a fair expectation on what they can earn year on year and not only deliver that performance but learn how to sustain it too.

We include training within our Diploma of Hypnotherapy, NLP, The Emotional Freedom Technique, Life Coaching and Business Coaching (part 3 only).

The effective use of hypnosis and NLP are without doubt two of the most effective transformational methods of behavioral change solutions available

There is certainly a noticeable resurgence in modern times and science is now adding weight to what Hypnotherapists and Life Coaches have always known. It works and it works well.

The Wall Street Journal recently predicted that Life Coaching and Hypnotherapy would be one of the top career choices for the new millennium.

Our courses give you the confidence, skills and knowledge to be part of this expanding field, helping others and yourself to build an ethical, caring, stable and successful rewarding professional career.

Life Practice Training - Ethos and Philosophy

Our philosophy is based on offering a unique course unlike anything else available today. Our syllabus and course content cuts straight to the heart of the subject and focuses on rapid change solutions that can start facilitating change in our clients immediately.

We keep it simple focusing on knowledge, skills, clinical practice and evaluation. Upon leaving our course delegates do so with the knowledge and confidence to be able to set up their own private practice immediately. Ongoing supervision and mentoring is available for those who require it.

In order to create the ultimate learning experience for all our delegates we teach in small groups. This way we can concentrate our teaching in a more thorough and personal way so delegates can progress through each level safe in the knowledge that they can put into practice what they have learned with confidence and self belief.

We ensure we focus on individual delegate learning and development needs to ensure we achieve a positive outcome from their learning experience with us.

Our diploma is balanced with a combination of in class training, self study, pre-course modules, recommended reading and interesting assignments along with a robust evaluation process to ensure you have the knowledge and confidence to secure your future success in the behavioural change arena.



"Mark Shields is a Genius and Master Teacher. He has incredible depth, knowledge and humor. He has completely grasped all the deep levels of the human psyche to an astonishing degree. I have learnt a great deal from him and will be eternally grateful. The course facilities were five Star as were the meals. It's the most beautiful place and his wife Karen complements him stunningly. I can not recommend this team, Mark Shields and his teachings highly enough. I am not surprised he's considered one of the top NLP Practitioners and Hypnotherapist's in the country. I am so inspired that at some point I would like to continue and become a master teacher of NLP also, and Mark Shields would be my choice of teacher"

Danielle Henderson -TV Presenter

Experts in Personal & Professional Development

The Life Practice has an excellent brand and reputation throughout the UK with many fellow practitioners turning to us for support, guidance and training.

Our Lead Trainer, Mark Shields is the Founder of The Life Practice Group and is well known in the Complementary & Alternative Medicine industry through his magazine contributions writing for the CAM Lifestyle Magazine, Holistic Therapist Magazine, as well as, the Jersey Life Magazine reaching 300,000 people per month. In addition, Mark appears regularly on BBC Three Counties radio with Lorna Milton as their Life Coaching expert to answer questions live from the public.



He has now worked successfully with thousands of clients that include TV Presenters, World Champion Sportsmen, Senior Business Leaders, Famous Musicians and Senior Government Politicians.

He is Vice President of the British Association of Therapeutic Hypnotherapy & NLP Practitioners and is respected throughout the industry as a leading expert in the field of Behavioural Change & Business Coaching.

Mark has been running his popular courses now for over five years since leaving Barclays Bank where he was Head of International Investment Banking based in the Channel Islands.



"I've only given out a personal testimonial 3 times and one of them is this one for Mark. Since I have known him he has become incredibly good at what he does and I don't say that lightly. In an era where people just buy their certification and become overnight experts, Mark is one of the rare few who put the time and passion into becoming what he is today, a genuine leader in this field. I would have no hesitation in recommending that you train with Mark, start a business under his guidance or see him personally. He is the real deal"

Alistair Horscroft – Philosopher – Author – TV Presenter – Trainer

How our courses will benefit you

- You will attain a recognised qualification in NLP, Hypnotherapy, EFT, Life Coaching & Business Coaching within the same diploma (subject to full completion of parts 1 2 and 3).
- Give you the knowledge and skills to progress your learning at a pace and speed that complements your learning style and ability.
- Give you the confidence to make a positive change to your life and to others that seek your expertise.
- You can complete your training whilst working. Courses are designed to fit in with full or part time commitments while you build up your business model.
- You will be able to start your own coaching practice within a few weeks of qualifying.
- If you choose you can take advantage of our post course ongoing support and mentoring schemes.
- You will be able to start a new career your passionate about irrespective of what stage of life you are at and help others whilst earning a comfortable living all at the same time.
- You can apply for membership to Professional Bodies in order to valid insurance and recognition for accreditation.

Training Venues

We use two venues for our courses and this will be confirmed at your time of booking.

1. Life Practice Head Office

Our centre is easily accessible with Luton airport (15 mins by car) and London Kings Cross (30 mins by train). By car the M1 and A1 (M) are the main network routes into Hitchin, Hertfordshire. We can supply a list of recommended friendly hotels, B&B's and guest houses which are located on our doorstep.

2. The Sun Hotel Hitchin 01462 436411

A wonderful hotel found in the heart of the cafes and side streets of Hitchin Town Centre boasting en suite bedrooms excellent bar and dining facilities and comfortable training rooms

There are 32 comfortable en suite bedrooms. All rooms have TV, stereo, telephone, hairdryer, iron/ironing board and tea/coffee making facilities. Free Wi-Fi. There are two feature rooms including one with a four poster also available. Wireless internet is available throughout the hotel. Ask for our special delegate rate at £54.00 per night which includes a full English Breakfast.

The Integrated NLP Hypnotherapy & Coaching Diploma

Our full Diploma is split **into three parts** each unique in its subject matter, content and learning outcomes. We recommend that the Diploma is completed in full, however, delegates can choose to complete each part at their own pace with all courses run several times throughout the year.

The following pages will describe each Part of the course, its course content and structure, what core skills and knowledge you will gain, the qualification you will obtain on completion of that individual Part and the cost involved. Each Part also provides different eligibility to various Professional Bodies.

We offer a consecutive day course whereby you attend over a seven day period or we offer weekend courses whereby you attend one Saturday per month over the course of the year.

There is a discount available should you choose to pay for Parts 1, 2 & 3 together. We can also offer structured payment plans.

Payment for our courses can be made by cash, cheque or credit card and covers the training days, refreshments throughout the day and course materials.

You are also welcome to call our booking team on 01462 451473 who will be happy to answer any questions.



Part 1 – Practitioner Core Skills & Knowledge

Part 1 Core Skills & Knowledge - focuses on Core Skills in NLP, Life Coaching, Hypnotherapy and EFT

Price £2695.00

Qualifications Obtained

- NLP Practitioner
- Clinical Hypnotherapist
- EFT Practitioner
- Life Coach

Professional Body Membership eligible to join and at what level

- Association of NLP – Practitioner Level
- Association for Coaching
- General Hypnotherapy Register – Foundation Level

Part 1 of the Practitioner Diploma includes the following

- Free face to face training consultation without obligation to ensure the course meets your current learning and development needs and aspirations
- 60 Hours face to face training
- 190 hours pre and post course study and assignments
- A choice of 3 course intakes per year
- Post course support
- Flexible Payment plans
- Course assignments and dissertations
- Weekend or Scheduled Courses available
- Course Manuals
- Recommended Reading List

Part 1 - Course Content

- Review and test of pre course work
- The Market and Regulation
- Occupational Standards
- Introduction to NLP
- Empowering Beliefs
- The META Model Defined
- The Representational Systems
- VAKOG
- Understanding Sub Modalities
- Sub modality demonstration and practice
- The Cognitive Thinking Cycle
- Chill seeker Breathing Technique

- The Power Brainwave States
- The Fast Phobia Cure
- Neurological Pathways
- The Swish Technique
- Importance of Rapport
- Contact Standards
- Initial Consultation and Client Report
- Timeline investigation and Diagnosis tics
- Mirror and matching
- Pace and Leading
- Body Language
- Introduction to Hypnosis
- The four Stages of Hypnosis
- Inductions and Deepeners
- The Conscious and Unconscious Mind
- Hypnosis and Susceptibility
- Voice Tonality
- The three Signs of Hypnosis
- Dave Elman's 3 Requisites for Hypnosis
- Use of Hypnosis
- The Hypnosis Client
- Hypnosis Session Structure
- Different Types of Hypnosis
- Anchoring
- The Circle of Confidence
- Unlocking your full Potential
- Affirmations and Visualisation
- Introduction to Life Coaching
- The Four Areas of Lifestyle
- Human Givens
- CASPA
- Formulating the Life Plan
- Goals and Action
- CSMART
- Coaching for Success
- Medic and GROW
- Introduction to EFT
- The Stress Model Course Assessment
- Introduction to Part 2 Clinical Practice



I found every moment in Mark's company truly inspirational. He has helped me to understand that with achievement and success first comes personal growth and knowledge. We have to learn to how to gain confidence and liberate ourselves from the fears and anxieties success can bring. A truly outstanding Course and Experience. Thank you for helping me "Live the Dream"

Paul McBride. 3 * WKA World Kickboxing Champion.

Part 2 – Clinical Practice - Mastery

Part 2 Clinical Practice – Focuses on the application of core skills learned on the practitioner course and how to apply those skills live in the Practice itself

Price £2995.00

Qualification Obtained

- Mastery NLP Practitioner
- Mastery Clinical Hypnotherapist
- Life & Business Coach

Professional Body Membership eligible to join and at what level

- CNHC – Practitioner Level
- British Association of Therapeutic Hypnosis and NLP Practitioners
- Association of NLP – Mastery Level
- Association for Coaching
- General Hypnotherapy Register – Practitioner Level
- General Hypnotherapy Standards Council Practitioner Level

Part 2 of the Practitioner Diploma includes the following

- Free face to face training consultation without obligation to ensure the course meets your current learning and development needs and aspirations
- 80 Hours face to face training
- 200 hours pre and post course study and assignments
- A choice of 3 course intakes per year
- Post course support
- Flexible Payment plans
- Course assignments and dissertations
- Weekend or Scheduled Courses available
- Course Manuals
- Recommended Reading List



Part 2 - Course Content

- Introduction to the BIG 5
- Skill Recap and Review
- Advanced Sub modalities
- Rapid inductions
- The Power of Suggestion The Breakthrough Session
- The Importance of Structured Programs
- Stopping Smoking
- Formulating the Program
- Case evaluation and Action
- Working Case Studies
- Hypnotherapy
- Weight Loss
- Formulating the Program
- Case Study
- Understanding Fear and Phobias
- Structured Programs and Breakthrough
- Charging dilemmas and Solutions
- Introduction to CATED
- Path physiology of stress
- Stressors and Triggers
- Stress Management Programs
- The Role of Cortical
- Business Building
- Vision and Mission
- Business Philosophy
- Business Goals and Action
- Regulation
- Occupational Standards Review
- Introduction to Part 3 NLP and Business



Part 3 – Business Coaching

Part 3 Business Coaching – Teaches the delegate the core skills of how to apply NLP in Business and how to integrate Business Coaching within your practice.

Price £1995.00

Qualification Obtained

- Mastery NLP Practitioner
- Mastery Clinical Hypnotherapist
- Life & Business Coach

Professional Body Membership eligible to join and at what level

- CNHC – Practitioner Level
- British Association of Therapeutic Hypnosis and NLP Practitioners
- Association of NLP – Mastery Level
- Association for Coaching
- General Hypnotherapy Register – Practitioner Level
- General Hypnotherapy Standards Council Practitioner Level

Part 3 of the Practitioner Course includes the following

- Free face to face training consultation without obligation to ensure the course meets your current learning and development needs and aspirations
- 20 Hours face to face training
- 125 hours pre and post course study and assignments
- A choice of 3 course intakes per year
- Post course support
- Flexible Payment plans
- Course assignments and dissertations
- Weekend or Scheduled Courses available
- Course Manuals
- Recommended Reading List



Part 3 - Course Content

- Business Philosophy, Vision and Mission Statements
- Business Planning for Success
- The Importance of Forecasting
- Business Model Week
- SLEPT
- Power Swot
- Setting Business Goals and Objectives
- The Short Medium and Long Term Plan
- The HPO Model
- Google Ad words and SEO
- Successful Marketing
- Training and Development
- Succession and Development Cultures
- Accountability
- Born Monday Die Friday
- Successful PR
- Rolling Action Plans
- GROW
- The importance of one to ones
- Importance of Rapport
- Power of Feedback
- Body Language



Course Dates for 2012

Scheduled Courses of consecutive days:

Date	Course Type	Venue
27 th Feb – 6 th March 2012	Part 2 - Mastery Training	Sun Hotel, Hitchin
26 th -27 th March 2012	Part 3 - Business Builder	Sun Hotel, Hitchin
23 rd April – 1 st May 2012	Part 1 - Practitioner Training	Sun Hotel, Hitchin
25 th June – 3 rd July 2012	Part 2 - Mastery Training	Sun Hotel, Hitchin
16-17 July 2012	Part 3 - Business Builder	Sun Hotel, Hitchin
24 th Sept – 2 nd Oct 2012	Part 1 - Practitioner Training	Sun Hotel, Hitchin
12 th -20 th November 2012	Part 2 - Mastery Training	Sun Hotel, Hitchin
3-4 Dec 2012	Part 3 - Business Builder	Sun Hotel, Hitchin

Weekend Dates 2012: 14th Jan, 25 Feb, 17 Mar, 21 Apr, 12 May, 23 June, 14 July, 8 Sept, 6 Oct, 10 Nov, 8 Dec

How to book

To book one of our courses please complete in full the Application Form on the next page and send this to us at Life Practice UK Ltd, Woodlands, Preston Road, Gosmore, Hitchin, Herts SG4 7QS.

We will also require a 25% deposit which will secure your place on the course of your choosing. Payment in full will be required prior to course commencement. If you require a payment plan please contact Mark Shields on 01462 451473 to arrange. Cash, cheques and all major credit cards are accepted.





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APPLICATION FORM

Title _____ First Name(s) _____

Surname _____

Date of Birth (must be over 21) _____

Current Occupation _____

Address _____

_____ Post code _____

Day telephone: _____ Evening Telephone: _____

Mobile: _____ Email: _____

What are your reasons for applying for this course? _____

Where did you hear of the Life Practice? _____

Which course do you wish to apply for? _____

Which course date do you wish to attend? _____

QUALIFICATIONS & LIFE EXPERIENCE

Signature _____ Date _____



Come and meet us

For an informal chat about your learning and development and see if our courses suit your needs.

**Head Office
Life Practice UK Ltd
Woodlands
Preston Road
Gosmore
Near Hitchin
Herts
SG4 7QS**

**Direct Line 01462 451473
www.lifeppractice.co.uk
info@lifeppractice.co.uk**