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*NLP Certification &  
Professional Development Training*



*Effective Communication Skills using NLP*

*Creating Inner Perfection for Outward Ambience*

*Being able to communicate effectively is the most important of all life skills*

## Overview

Communication is one of the most important aspects of our lives. It allows us to engage in relationships with those who surround us and to transmit them our “model of the world.” Yet, communication is also one of the most neglected aspects of our lives, when it comes to its structural complexity. We shouldn't forget that most of human communication is non-verbal i.e.: it belongs to the deepest structure of personality-therefore the non-verbal aspect of communication is often ignored, with a resulting incongruence which we didn't intend to transmit (by incongruence we mean a discrepancy or contradiction between verbal and non-verbal language).



Neuro Linguistic Programming began with the study of excellent communicators. What is the difference that makes the difference in feeling comfortable and acknowledged by someone, even if they are disagreeing with what you say? How is it that some people you meet, you instantly like - while others you can't get away from fast enough? Why can you talk to some people for hours and it

seems like minutes? The answer to all of these questions is  **Rapport - a foundation stone of NLP**, and the most important process in any communication.

Traditional communication theory has often focused on the technicalities of the medium and form of the message, and of late - the technology. NLP is more concerned with the perceptions, attitudes and beliefs that are involved. In particular, it focuses on the desired outcome or purpose of the communication and the extent to which this is achieved. What exactly do you want to achieve? How will you know your communication has been successful? What will be the sensory evidence - what will you see, hear and feel?

NLP is concerned with what works, rather than what is the most elegant theory. In any interpersonal communication, this means knowing where the other person is coming from - somehow bridging your different perspectives of the world. NLP sets out to discover how people learn, how people think, how people do things excellently and how to replicate success. The difference that makes the difference between those who excel and those who get by is the way they communicate, motivate, influence, negotiate, lead, and empower.

You learned how to talk  
but did you learn how to communicate?

## During this program you will learn:

- Rapid and deep rapport building techniques so you can build sustainable rapport with anyone quickly
- Recognising different communication styles and how to be able to use language of different communication styles in your everyday communication
- Reading body language and the tonal qualities of voice to interpret whether the spoken word is consistent with the non-verbal messages
- The language of precision.
- Recognising and utilising language patterns effectively by detecting different types of language structures people use and using specific language patterns to elicit and work with the hidden messages embedded in the language structures

## Program Content

- Principles of effective communication
- The 5 biggest mistakes in communication - and how to avoid them
- Myths and realities about rapport and how to achieve it
- Sensory Acuity & Calibration
- Pacing and leading towards agreement
- Non-verbal communication and contagious emotions
- How to stay in a resourceful state whatever happens
- Preferred thinking styles and how to influence them
- Framing and Reframing: the power of 'headlines' and agendas
- How to improve any working relationship using perceptual positions
- Develop a personalised action plan
- Meta programs: words that change minds
- Precision questions for better understanding
- How to use precision questions to change people's minds
- The power of language:
  - a. presuppositions
  - b. embedded commands
- Breaking deadlocks and overcoming objections:
  - a. chunking
  - b. the power of redefinition

***The meaning of the communication is the response you get***

*Personal success and business success relies largely on your ability to communicate. NLP offers you state of the art communication techniques that will enable you to achieve extraordinary results. Rapport is a pre-requisite to good communication, influence and change. What if you could master this skill?*

### **Training Options:**

- In-house training (1-5 days duration)
- On-site customised Training Programs (delivered throughout India at various locations)
- Speaker for your conference (for a group of 25-100 delegates). Can present with impact a 30, 45, 60 or 90 minutes interactive and engaging presentation)
- Individual coaching support
- Workshops/seminars



**“We cannot become  
what we need to be by  
remaining what we are.”**



**Max De Pree**

author, businessman

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