



**LINGUS**  
Training & Consulting

“Advanced Brain Solutions”

**NLP & HYPNOSIS**  
**TRAINING PROGRAMMES**

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## LINGUS TRAINING & CONSULTING

### NLP & HYPNOSIS TRAINING PROGRAMMES

**INSTRUCTOR: RALPH WATSON**

PROGRAMME TITLE	LENGTH OF PROGRAMME
<b>DYNAMIC NLP DIPLOMA</b>	3 DAYS
<b>DYNAMIC NLP PRACTITIONER</b>	9 DAYS PLUS MUST DO DIPLOMA FIRST
<b>DYNAMIC NLP MASTER PRACTITIONER</b>	12 DAYS PLUS MUST DO DIPLOMA AND PRACTITIONER FIRST
<b>NLP BUSINESS PRACTITIONER</b>	9 DAYS - NO PREVIOUS TRAINING REQUIRED
<b>COACH DIPLOMA</b>	4 DAYS
<b>NLP COACH PRACTITIONER</b>	5 DAYS PLUS MUST HAVE PRACTITIONER CERTIFICATION
<b>BUSINESS COACHING CERTIFICATE</b>	16 DAYS (THIS IS A PROFESSIONAL COACH CERTIFICATE)
<b>NLP HYPNOSIS FOUNDATION SKILLS</b>	3 DAYS
<b>NLP HYPNOSIS PRACTITIONER</b>	5 DAYS PLUS MUST DO FOUNDATION SKILLS FIRST
<b>BEHAVIOURAL MODELLING</b>	4 DAYS
<b>BUSINESS TRAINER CERTIFICATE</b>	9 DAYS
<b>NLP TRAINER CERTIFICATE</b>	14 DAYS

### BUSINESS TRAINING PROGRAMMES



**Instructor: Ralph WATSON**

NLP BUSINESS PRACTITIONER & TRAINER  
INTRODUCTION TO NEGOTIATING  
ADVANCED NEGOTIATING  
SUPERCHARGED SELLING SKILLS  
EXECUTIVE COACHING  
ADVANCED COMMUNICATION  
BE BEST-CUSTOMER FOCUS  
INSPIRATIONAL LEADERSHIP  
BEHAVIOURAL MODELLING– RECREATING EXCELLENCE  
RIGHT-FIT RECRUITMENT– FINDING THE RIGHT PERSON TO FIT THE JOB

**ALL PROGRAMMES CARRY CERTIFICATION THROUGH THE ASSOCIATION FOR NLP (ANLP)**



**NLP DIPLOMA & CERTIFICATE PROGRAMMES**

## **LINGUS TRAINING & CONSULTING** **Introducing Dynamic NLP Certification Programmes**

**Instructor: Ralph Watson**



## Why should you attend Dynamic NLP training and not one of the other programmes?

Because:

- the NLP you will learn here is the most comprehensive and up to date
- the quality of the training is probably the highest you will find anywhere
- you will be learning with one of the best NLP trainers in the world
- you are interested in learning to use your NLP in the most effective way
- you want **your** certificate to be meaningful and recognised worldwide

These are just some of the many reasons for joining Ralph Watson on this amazing journey.

## Who can attend these programmes?

Anybody over the age of sixteen is welcome to attend the Dynamic NLP training programmes. Others who have attended include:

Students	Pharmacists
Teachers	Dentists
Trainers	Psychiatrists
Sales people	Solicitors
Managers	Supervisors
Doctors	Production Workers
Nurses	Shop Staff
Therapists	Policemen
Fire Fighters	Lawyers
Parents	Consultants

We welcome anyone with an open mind and an interest in learning NLP in the best and most ethical way. In fact, in the past ten years, over 3000 people have attended NLP programmes led by Ralph Watson; people from over twenty countries, all with one common interest – a desire to become the best they can be.

## What will you learn?

Dynamic NLP learning is done in easy stages, designed to help you make the journey to excellence one fascinating step at a time. In order to make it simple to recognise the stages, we have used the traditional names for each level. You can begin your journey at the first level and then take as much time as you wish to progress from there, stopping at any time.

The stages of learning are:

1. Diploma in Dynamic NLP Skills
2. Certified Dynamic NLP Practitioner
3. Certified Dynamic NLP Master Practitioner
4. Certified NLP Trainer

The content for each level is contained in the individual course descriptions. One thing is certain, though – you will experience the most effective and comprehensive NLP training available on every day of every level.

All of these programmes are fully certified and recognised by the Association for NLP – the fastest growing and most inclusive association in the world.

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# LINGUS TRAINING & CONSULTING

## FIRST STEPS IN DYNAMIC NLP

### A Three-day Foundation Diploma Programme

**Instructor: Ralph Watson**



For over 35 years, Neuro Linguistic Programming (NLP) has been recognised as the most effective personal, and professional, development tool in existence. This three-day programme, which is run to the high standards of the Association for NLP (ANLP) will give you the chance to explore NLP for yourself and to begin the fascinating journey of self-awareness.

Led by one of the world's foremost international NLP Trainers, you will discover the foundation skills of NLP and explore their applications in your own life.

#### **Who will benefit from this programme?**

The applications of NLP are far-reaching and other people who have participated in our programmes include:

Coaches	Mentors
Managers	Company Directors
Healthcare professionals	HR professionals
Sales people	Business owners and entrepreneurs
Teachers	Trainers
Students	Parents
Engineers	Truck drivers
Armed services	Police Officers

The list includes people from every walk of life

#### **What will you learn?**

This is a highly practical programme so you will NOT be sitting through three days of lecture. You WILL have a chance to explore new ways of thinking, new skills, understanding how/why you do the things that you do. There will be lots of opportunity to ask questions, exercise new ideas and learn. The fast-paced, fun programme will include:

- The background and history of NLP
- The four simple steps to succeeding in everything you do
- Setting powerful goals
- How to build more effective relationships
- How to communicate like an expert

- How to use more effective language
- Understanding emotions – and taking charge of them
- How to help people learn through effective feedback
- New ways to make decisions
- Creative thinking games
- And more!

### **How will you learn?**

Your Trainer, Ralph Watson, is one of the world's leading trainers of NLP. He is an expert in Advanced Learning Dynamics and he will be **USING** NLP to **TEACH** you NLP. Throughout the three days there will be music, exercises, feedback from Ralph and each other, opportunity to relax and let your mind learn in its most effective style.

### **Graduation**

Successful completion will bring the Diploma in Dynamic NLP recognised, worldwide, by the Association for NLP (ANLP). **This will be your stepping stone into the deeper exploration and life change that comes with the NLP Practitioner programme that follows.**

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## **LINGUS TRAINING & CONSULTING**

### **Dynamic NLP Practitioner Programme**

#### **A Nine-day NLP Certification Programme**

**Instructor: Ralph Watson**



### **Why attend this specific programme?**

Because this programme will be led by one of NLP's finest Trainers, recognised for the quality of his training, the depth of his students' learning and his skill with NLP, which has led to international recognition.

### **What will you learn?**

This is a highly practical, and interactive, personal experience during which you will develop a deep understanding of yourself and a knowledge of skills that you can use in enriching your life and helping others to enrich theirs.

This fascinating journey of awareness will include:

- Supercharging your communication
- Developing skilful use of language to influence thinking
- Skills for building the very deepest level of rapport with individuals and groups
- Exploring, and improving, relationships

- Techniques to sharpen your creative thinking
- How to take control of your emotions instead of them controlling you
- Changing unwanted behaviours and habits
- Simple, fast cures for mild phobias
- Changing the beliefs that can hold people back in their life
- Resolving inner conflicts and improving decision making

Throughout the programme, we will explore and discuss applications for NLP in all walks of life, including:

Leadership  
Training  
Supervision  
Healthcare  
Relationships  
Study  
LIFE!

HR Management  
Teaching  
Sales  
Coaching  
Therapy  
Parenting

### **AND SOMETHING NEW AND UNIQUE TO THIS PRACTITIONER PROGRAMME**

The Dynamic NLP Practitioner training is the **ONLY** one on which you will learn the following:

- The Quantum Change Transformation process – how to relax, close your eyes and **change**
- The Core-state Re-patterning process – achieve your higher-level state of mind
- The Compelling Motivation technique – programme your mind to create powerful motivation and achieve your goals

#### **How will you learn so much?**

**Ralph Watson** is a specialist in using NLP in order to teach NLP. This means that you will enjoy a powerful journey in which Ralph will use instruction, demonstration, exercises, music and even his world-famous storytelling to provide you with a rich experience. Ralph is an expert on accelerated learning and emotion intelligence so be prepared to have a great time and a great learning.

## **LINGUS TRAINING & CONSULTING Coaching with NLP Diploma Programme (4-days)**

**Instructor: Ralph Watson**



#### **Introduction:**

This programme brings together two of the most effective tools in the business world of the 21st Century – **NLP and Coaching**. Already acknowledged as a vital part of any modern leader's skillset, Coaching is a science dedicated to enhancing performance at all levels. Created and presented by

leading **NLP expert and Executive Coach, Ralph Watson**, this programme will empower you to combine these two models to great effect.

### Who should attend this programme?

The answer to that one is simple – anyone interested in helping others to achieve greater, more effective performance whether that's in their personal life, business, sport, whatever! Literally anyone!

### What will you learn?

This four-day programme is highly interactive and packed with experience. You will discover:

- The background of NLP and how it works in Coaching
- The four blocks to performance
- The 4-Mat Coaching model
- How to structure a Coaching programme for your client
- Developing a coaching mentality
- Effective goal-setting
- Building positive motivation
- Powerful questioning, and listening, skills
- A range of NLP coaching techniques
- Ethics and conduct as a Coach

### How will you learn?

The best way to learn how to Coach is to do it! That's the attitude of Ralph Watson and he applies this on the programme. You will work in groups and individually building a skillset for effective coaching that will include coaching, and being coached, with your fellow students. You will experience, for yourself, how coaching can help unleash the potential that lies within people. Ralph is a highly experienced Coach and has worked with people and organisations at all levels and within many cultures around the world. His style is informative, relaxed and fun, whilst often challenging the way people think and act. His knowledge of Coaching and NLP is widely acclaimed to be among the best in the world.



### About your guide on this journey

**Ralph Watson is a professional Trainer, Coach and Consultant** with an international track record of success. He is acclaimed by many as one of the best, and most effective, NLP Trainers in the world and participants on his business trainings speak of astonishing results, lasting change and great fun. Over the last ten years, Ralph has helped literally thousands of people make powerful, lasting changes in their lives through his training seminars and personal coaching. He has worked with

individuals and organisations from over 20 countries including the USA, Europe and the Middle East. Ralph is a Master Trainer of NLP, Accredited by the Association for NLP (ANLP) and the International NLP Trainers Association (INLPTA). He is also a certified Master Coach and is a Founder Member of the Association for Coaching.

### **What lies at the end of this programme?**

Successful students will receive a Diploma in NLP Coaching, accredited by the Association for NLP. Ralph is also an Organisational Member of the Association for Coaching and his company's certificate carries their seal of recognition. This certificate is necessary for those wishing to move on to the full NLP Coaching Practitioner programme.

There is no automatic certification on this programme. Each student will be assessed for graduation, based on the following criteria:

- Full attendance and punctual timekeeping
- Ethical attitude and behaviour to self and others throughout the programme
- Demonstrated ability to understand and use the NLP approaches learned

### **Additional information**

**Duration** – this is a four-day programme

**Timing** – each day will start at 9am and finish at 5pm with 45 minutes break for lunch

**Attendance** – it is necessary to attend all sessions as part of the graduation process

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## **BABY IN MIND-WORKSHOP**

**Program Director: Selda Ergökçen**

**Instructor: Ralph Watson**



**A One-day or Weekend Workshop to help you, and your baby, enjoy a relaxing pregnancy**

**Introduction**



The power of the mind has been recognised by **medical experts** for many years and has been used in Eastern cultures for thousands of years to assist in the healing process and creating healthy bodies. This short workshop is specifically designed to help **expecting mothers** achieve a peaceful state of mind and harness their inner strength to help with **pregnancy and birth.**

Guided by a leading expert on **NLP, hypnosis and stress management**, Ralph Watson MAC, you will quickly and easily learn how to enhance your experience of pregnancy and child-birth.

#### **Your relaxing learning experience will include**

- Understanding how your mind can powerfully affect your body
- Understanding what “self hypnosis” really is
- Effective breathing relaxation to increase the oxygen supply
- Simple self-induced hypnosis
- The Quantum Transformation system

Each participant will also receive a CD of relaxation music that can be used to calm the mind and gently relax the body at any time whilst practicing the techniques learned on this program.

#### **Timing**

Your day will begin at 10am and will finish at around 3pm with breaks for light refreshment and lunch. Ralph will also be available for a short time after the session for those of you wishing to speak with him in person.



### **About your guide**

Ralph Watson MAC is a Trainer and Personal Coach with a tremendous record of success around the world. He has taught **Hypnosis to medical professionals, surgeons and therapists and is recognised by many as a leading specialist in stress reduction techniques.**

Ralph's special blend of meditation and self-induced hypnosis has aided sports professionals in mental preparation, students of all ages in examination readiness and patients in their recovery from surgery as well as senior executives suffering from stress. Ralph is an expert in the use of **NLP, Emotional Awareness and Hypnosis** and is the creator of the Quantum Transformation process that is proving so effective in helping people from all walks of life around the world deal with important events calmly and without stress.

## **WEEKEND CERTIFICATION PROGRAMMES**

### **Earn Your Certificate in Clinical NLP Hypnosis**

You are invited to learn the latest hypnosis techniques and receive your certificate in Clinical NLP Hypnosis by attending the Accelerated Weekend Courses being offered in your area by Lingus T & C.

Hypnosis is a scientifically verified and effective technique that can promote accelerated human change and stimulate desired changes in behavior such as weight loss, smoking cessation and pain control. Lingus T & C Weekend Programmes are especially suited for healthcare professionals, practicing therapists, and individuals seeking to make a positive changes in their lives.

Lingus T & C NLP Hypnosis Course will teach you how to use hypnosis and hypnotherapy to stimulate desired changes in motivational behavior. Through a series of fascinating discussions, informative demonstrations, and interactive exercises, you will be using hypnosis after only a few weekend. At the end of the last weekend, you will be given a textbooks and a written examination to complete at home. To complete the course, simply read the text, complete the exam and return it to Lingus T & C. If you have any questions, please give us a call.

## **Why you should attend this intense weekend sessions**

### **OUTSTANDING LINGUS ACADEMY**

All of Lingus Academy are certified trainers in NLP, hypnosis and other related therapeutic modalities. Lingus Academy has taught a lot of students to become NLP Hypnosis Master Practitioner and Hypnotherapists using a unique yet easy-to-understand process that builds on positive results.

### **HANDS-ON TRAINING**

You will find this accelerated course to be quite different from traditional programs. It provides intense, hands-on training. There are no long, case-history videos to watch. You will participate fully in this learning experience. Each step is explained and demonstrated, and then you are given the opportunity to learn by doing.

### **UNIQUE NEW APPROACHES**

Beginning therapists will receive a solid foundation for using hypnosis. Veteran practitioners are sure to learn some surprising new approaches to hypnosis. Healthcare professionals will discover a new way to enhance their practice. And, if you are a person who is just "interested" in hypnosis, you will learn how to convert positive thoughts into positive changes in your life.

### **ONGOING SUPPORT**

Lingus Academy and staff are as close as the telephone, ready to answer your questions and support your needs. Since January 2007.

### **CERTIFICATION IN CLINICAL NLP HYPNOSIS**

Graduates of this programme receive a handsome personalized certificate in Clinical NLP Hypnosis, suitable for framing, complete with a gold seal. This course also qualifies graduates for certification and registration by the Association for NLP (ANLP)

This program is only one of many courses offered by Lingus Academy that feature different applications for your hypnosis skills, different types of hypnosis and even related fields such as Neuro-Linguistic Programming. Call Lingus Academy office at 0216 455 46 13 for information regarding our entire curriculum.

### **You'll learn effective hypnosis techniques**

- How to use hypnosis to change unwanted habits such as cigarette smoking or overeating
- How to change basic motivation into a powerful desire to change
- How to create effective suggestions to make permanent behavioral changes
- How to make hypnosis tapes to reinforce the changes

- How legal and ethical restrictions affect the use of hypnosis
- How hypnosis will change your life

### **Your curriculum includes hands-on practice**

- Get into hands-on training almost from the first hour of instruction
- More than just a theory and lecturing course; you will learn by doing, not just watching
- Pre-Induction Interviewing Techniques
- Suggestibility Testing
- Hypnotic Inductions
- Therapeutic Suggestions
- Deepening Techniques
- Post-Hypnotic Suggestions
- Awakening Techniques

### **QUESTIONS TO ASK BEFORE BOOKING**

These are the questions we would suggest you consider before booking any training:

- What do I want out of the training?
- How specifically will I know when I've achieved it?
- Can I ring the trainer up and get straight answers to any questions I choose to ask?
- Do I want my accreditation to be recognised and my certificate signed by one of the qualified trainers or master trainers of NLP & Hypnosis?
- Do I want my trainer to be internationally recognised?
- Does the trainer provide case studies so I can see and read how previous delegates have benefited?
- Can I attend a taster session so I can find out whether the training style suites me?
- Will I learn more in a smaller group where I have the benefit of individual coaching?
- Does the experience of the trainer support my individual requirements? E.g. business, coaching, sales, hypnosis?
- Would I learn more from a modular course where I can integrate the learning between modules?
- Would I prefer the course to be midweek keeping my weekends free?
- Am I prepared to accept some of the initial confusion of an advanced learning course in return for greater and more pragmatic learning?
- Does the trainer provide a full suite of support services?
- Will the trainer help with a business case to confirm the likely benefits of my training?

## **OUR GUARANTEE TO YOU?**

### **Helpful Advice To Ensure Your Complete Satisfaction**

We suggest you have a good understanding of what you're purchasing since some programs are advanced. If you have questions, please call us.

### **Returns and Exchanges**

Call us for a return authorization number. Include the return authorization number when returning the item so we may credit your account. When you call, we will provide you with the proper address to return your item. Please help us by being prepared to explain the problem with your order.

## **Our Guarantee for Major Trainings**

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 USD 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.

### **Questions answered:**

If you have any questions, please call us at **0216 455 46 13** email us at **info@lingusconsult.com**. If you do not hear back within two business days, we strongly encourage you to call back so that we're sure to promptly and fully respond to your inquiry.



**Selda ERGÖKÇEN**

**NLP Master Trainer &  
Hypnosis Master Prac.  
Management Science Consultant**