

Words That *Change* Minds

3-day Seminar plus optional LAB Practitioner Certification day

Increase your influence with individuals and groups

Gain new options in how to motivate people

Avoid triggering resistance to your communication

A unique opportunity to attend a three or four-day training in the LAB Profile with Words That Change Minds trainer Frank Daniels.

Imagine what you could accomplish by identifying motivational triggers from simple conversation! This programme will teach you how to recognise what will stimulate and maintain someone's motivation and, conversely, what will turn him or her off. By knowing a person's (or team's) patterns you'll be able to predict behaviour and you'll learn how to specifically match your language and behaviour to theirs, to spark and maintain interest and enthusiasm.

The LAB Profile (a derivation of NLP Metaprograms) provides a set of questions that can be asked formally or incorporated into everyday conversation to elicit motivational and behavioural patterns. It gives you the most appropriate language to use to achieve the results you want. Additionally, through awareness of your own patterns, you can play to your own strengths and work better with others.

On this seminar you'll learn a rigorous methodology for using the LAB Profile, conduct and test profiles to ensure accuracy, detect combination patterns from language and behaviour and explore the LAB Profile's diverse applications.

LAB Profile Practitioner Certification (Advanced LAB Profile) Day

When you have completed the three-day Words That Change Minds seminar you can take your skills further, learn new distinctions and, on reaching the required standard, be certified as a LAB Profile Practitioner.

What we will cover will depend to some degree on the group.

Our aim is for you to:

- Refine your skill in eliciting a Profile
- Hear and use many more examples of various language patterns
- Learn to identify Default Patterns
- Know which pattern in a profile is most important - the 'driver'
- Discover typical patterns for various situations - e.g. someone in a 'stuck state', someone committed, someone happy with you/your work
- Pick up patterns during normal conversation
- Improve on predicting behaviours from pattern combinations

Details re certification overleaf



Applications for:

Consulting
Sales
Marketing
Recruitment
Health care
Training
Presentations
Coaching
Customer Service
Personal Relationships
Team Building

*"An excellent course
which more than met my
expectations and from
which I have learnt so much."*

Ann Wilkinson,
Director, Executive Playground

*"Great course. Very informa-
tive and well presented.
I'd definitely recommend it!"*

Chris Akins, Purchasing Executive.

For details contact:



Frank Daniels Associates

Tel: 0845 226 9088 or 01773 857678

Email: info@FrankDanielsAssociates.co.uk

Words That Change Minds

Trainers

Frank Daniels is a licensed (by Shelle Rose Charvet) Words That Change Minds Consultant/ Trainer and INLPTA certified NLP Trainer. Frank hosted this training for Shelle Rose Charvet for 10 years and has trained the LAB Profile in a variety of contexts including open NLP courses, in-house training and as three and four day seminars in Nottingham & Kiev.



Your learning will also be facilitated by coaching assistants.

LAB Profile Practitioner Certification

Certification as a LAB Profile Practitioner (with certificate signed by Shelle Rose Charvet) is dependent upon reaching a certain level of behavioural proficiency and will be evaluated by us observing you completing two profiles, by you profiling a number of filmed profiles, and you being able to verbally give a brief description of two patterns.

You'll receive coaching from Frank Daniels plus (depending on participant numbers) other experienced coaches.

"Excellent value - not simply the cost of the day in money terms but in return for the investment of time and energy...

I feel much clearer and in many respects it has cemented the learning from the first three days. I am very impressed with Frank, as I was on the first three days. The content met my needs well, the style was very engaging."

Deborah Parker, CEO, Progress Recruitment

"I can't think of anything to make the course better - I loved the weekend and [Frank] you're a fantastic role model."

Verity Barton, Coach, Marketing Consultant

"The course was very professionally run by Frank and his colleagues. There was an excellent balance between practise and theory with all the exercises being relevant and appropriate. The assistance of Dave, Mike and Geoff was invaluable with a good balance of interaction and self-discovery. Frank has an excellent delivery of style being very supportive of delegate needs. What I particularly enjoyed was Frank's overt and covert congruency with the patterns in his answering of the questions throughout. Thank you Frank it was great, enjoyable and good value for money."

Derek Smart, Management Development Trainer

Logistics

Dates: Words That Change Minds: 27-29 July 2013
LAB Profile Practitioner Certification Day: 30 July

Venue: Crich, Derbyshire or Nottingham

Investment

For three full days of the Words That Change Minds training and official LAB Profile manual:

financed rate £457
self-financing reduced rate £297

LAB Profile Practitioner (Advanced LAB Profile) Day with optional certification:

financed rate £195
self-financing reduced rate £135

Early Booking Self-Financing rate for the 4-day course for booking before 25 June: £382 (instead of £432)

If you would like more information to help you decide if this seminar is for you, feel free to telephone 0845 2269088 or 01773 857678 and speak to Frank Daniels personally.

For details contact:

Frank Daniels Associates

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