



Transform for Innovation and Profit Newmella

Holdings (Pty) Ltd

"IF YOU ALWAYS DO WHAT YOU ALWAYS DID, YOU WILL ALWAYS GET WHAT YOU ALWAYS GOT" ALBERT EINSTEIN

"THERE'S A WAY TO DO IT BETTER...FIND IT" THOMAS EDISON

BUSINESS INNOVATION AND NLP PRACTITIONER TRAINING

COURSE OVERVIEW:

The rate of change is only going to increase and dealing with change is becoming an increasingly important skill (Kotter, 2016). The time to innovate is now.

Business Innovation is the creation of value (inspiration, ideation) and the giving of value (product or service) in exchange for value (revenue). In short, Innovation is a value exchange. Neuro-Linguistic Programming is the language of the mind, as the vehicle of value creation, implementation and receipt. Understanding and harnessing the mind, is essential to Innovation Success

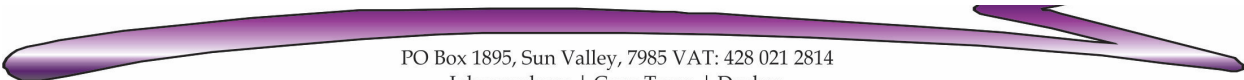
The **BUSINESS INNOVATION AND NEURO-LINGUISTIC PROGRAMMING PRACTITIONER TRAINING** course provides you with the knowledge and understanding of what Business Innovation is and how to optimise the mind for Innovation Success. It is for this reason that so many of the WEF 2022 skills of success are linked to Emotional Intelligence and Critical Thinking.

DURATION:

7 days, the training days can be consecutive or scheduled according to your calendar.

COST:

minimum 6-12 leaders per training.



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WHO WILL BENEFIT:

Leaders. The corporate brand persona is increasingly evaluated as a “breathing entity” with values evidenced in its behaviour towards all stakeholders. The personality of the leadership team becomes the personality of the organisation or brand (Overton-De Klerk and Verwey, 2013).

If a company is failing to innovate one needs to look towards its leaders. It is for this reason we focus on developing Emotionally Intelligent and Critical Thinking Leaders who understand and support the values of Innovation. Leadership determines culture, culture determines behaviour and behaviour determines results. Just a 15% increase in value cohesion doubles productivity (McKinsey).

TRAINING VENUE:

Training is done in-house.

COURSE OUTCOME:

An empowered Emotionally Intelligent and Critical Thinking Leader able to recognise the thinking patterns that do not serve, overcome them and help others to do the same. An Inclusive leader driven to reach their potential and inspire others to do the same.

A Leader able to create a sustainable culture of innovation for profit and confidently use NLP techniques in business and coaching to get the results they want. An S&P 500 study highlighted that companies with a culture of sustainable innovation are 10 to 14 times more profitable.

All training is internationally accredited by the American Board of Neuro-Linguistic Programming.

LESSON OVERVIEW:

DAY 1

Lesson 1: Why innovate now?

This lesson introduces the training series and covers why it is so important in the current 4th Industrial Revolution: The Exponential Age, to innovate now.

Lesson 2: What is innovation?

This lesson explains what innovation is, what the different types of innovations and innovators are as well as the role of diversity and inclusion.

Lesson 3: How to innovate

This lesson introduces you to neuroscience and how to condition the mind for innovative thinking.



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Lesson 4: What is NLP?

This lesson covers the type of thinking that hinders innovation, how to overcome resistance individually as well as how to manage it collectively.

DAY 2

Lesson 5: NLP communication model

This lesson covers what Neuro-Linguistic Programming (NLP) is and its applications in life and business for achieving your desired goals.

Lesson 6: Foundational Applications of NLP

The lesson covers the foundational applications of NLP for success, by uncovering simple and effective tools and techniques.

Lesson 7: Intermediate Applications of NLP

The lesson covers the intermediate applications of Neuro-Linguistic Programming (NLP) for success in life and business.

DAY 3

Lesson 8: The Meta Model and the Milton Model

This lesson covers the Meta model, how information is deleted, distorted and generalised and the Milton model, which is the use of hypnotic language patterns.

Lesson 9: Anchoring: Remove Minor Negative States and Create Desired States

This lesson covers anchoring, a simple and effective tool used to remove a minor negative state, to create the desired state or to create a movement towards a desired outcome.

Lesson 10: Advanced Applications of NLP

This lesson contains advanced applications of Neuro-Linguistic Programming (NLP), including the resolution of neurological conflicts.

DAY 4

Lesson 11: Advanced Use of Language and Basic Meta Programs

This lesson covers the advanced use of language with intent, as well as what the four key meta-programs are and how to elicit them in yourself and another.

Lesson 12: Time Line Therapy

This lesson covers an introduction into Timeline Therapy, what it is and how to use it to identify and effectively remove the root cause of negative emotions.

Lesson 13: Time Line Therapy and Quantum Physics

This lesson covers more about effectively using Time Line Therapy as an intervention and how it relates to Quantum Physics. You will also learn how to easily relieve anxiety in yourself and another.

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DAY 5

Lesson 14: Removing Limiting Decisions and Phobias

This lesson explains what a limiting decision is and how to alter someone's reality by easily and effectively removing limiting decisions and phobias.

Lesson 15: NLP Goal Setting and Time Line Therapy Theory

This lesson covers goal setting, how to formulate effective goals and how to place them into your timeline using NLP. This lesson also covers additional resources and theory on Time Line Therapy.

Lesson 16: Neuro-linguistic Programming in Business

This lesson covers how to use Neuro-Linguistic Programming (NLP) in business to increase sales, handle objections, negotiate and influence and format a meeting for success.

DAY 6

Lesson 17: How to Start a Coaching Practise and / or Coaching Intervention

This lesson covers a guide on how to start your very own coaching practice and / or coaching intervention.

Lesson 18: Social Cohesion, Conscious Leadership and Conscious Capitalism

This lesson covers social cohesion, conscious leadership and conscious capitalism, learning how to cooperate, survive and prosper together in the Exponential Age.

Lesson 19: Lesson 1-18 Key Concepts Refresher

This lesson covers all key concepts covered in lessons 1 to 18 and is geared at preparing you for your test.

DAY 7

BINLP Final Test & Demonstration

1. Complete the Business Innovation & NLP Practitioner Training course test.
 2. Do a live Demonstration of one of the techniques learnt during the training course.
 3. Receive 3 internationally accredited certificates qualifying you to practise globally
-

LESSON DESCRIPTIVE AND KEY CONCEPT OVERVIEW:

DAY 1

Lesson 1 – Why innovate now?

Lesson Description:

Rapid changes in the global business landscape over recent years, has changed the way we do and understand business. The rate of change is only going to increase and dealing with change is becoming an increasingly important skill (Kotter, 2016). After the series introduction, this lesson ensures you have a complete understanding of the current environment within which innovation is essential.

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Key concepts covered include:

- Trainer and training series introduction
 - Why innovate now?
 - WEF 2022 skills outlook
 - Innovation culture
-

Lesson 2 – What is innovation?**Lesson Description:**

Innovation is the process of conceptualising an IDEA into a product or service of VALUE.

The process is human-centred, the creation of an idea by a human by observing a human (Brown, 2016). This lesson covers the detail behind this process of value generation, creation and implementation, enabling you to understand the different types of innovations and innovators are as well as the role of diversity and inclusion.

Key concepts covered include:

- What is innovation?
 - Why does diversity matter?
 - Types of innovation
 - Types of innovators
 - Different types of intelligence
 - Value Creation
 - Innovation skills and abilities
 - Why does gender diversity matter?
 - What is a value proposition?
 - What is a business model?
 - Four stages to growing inclusion
-

Lesson 3 – How to innovate**Lesson Description:**

To question the status quo and to deliver new values means to think differently and to think differently ones needs to understand how and why they think the way they do. Start with realising that 95% of what you do is habit (ARISTOTLE). This lesson starts with an introduction to neuroscience enabling you to understand how your beliefs shape your reality, the role of values in beliefs and how to change your reality or innovate.

Key concepts covered include:

- How to innovate
 - Introduction to neuroscience
 - How beliefs shape your reality
 - How to change your reality
 - What roles do values play in innovation?
 - High performance teams
 - Why does the mind matter in innovation?
 - What is the mind?
 - How to think for innovation
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Lesson 4 – Overcoming Resistance to Innovation

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Lesson Description:

“Neuroplasticity is our brains ability to change its synaptic wiring by learning information and by recording experiences....and to maintain a modified stage of being, Plasticity allows us to evolve our actions / modify our behaviour so that we do a better job in life” Joe Dispenza.

This lesson covers the type of thinking that hinders innovation and how to overcome resistance individually and collectively through the understanding of the process of change, innovate cultures and planning for innovation.

Key concepts covered include:

- What hinders innovation?
 - What is neuroplasticity?
 - What is neurorigidity?
 - Problem solving for innovation
 - Virginia Satir model of change
 - The innovation process
 - Innovative cultures
 - The one-page strategic plan
 - What is Neuro Linguistic Programming?
-

DAY 2**Lesson 5 – NLP communication model****Lesson Description:**

Neural nets are gangs of neurons that have fired and wired together to form a community of neuro-synaptic connections that are related to a concept, idea, thought process, memory, skill, behaviour or action (Joe Dispenza). Understand the roots of unwanted behaviour, what Neuro Linguistic Programming (NLP) is and its applications in life and business for achieving your desired goals.

Key concepts covered include:

- What is Neuro Linguistic Programming or NLP
 - Applications of NLP
 - Neuroscience revisited
 - The NLP communication model
 - Where does behaviour come from?
 - Presuppositions of NLP
 - Well-formedness conditions for goals
 - State VS Goal
 - Keys to an achievable outcome
 - Context, process and structure of language
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Lesson 6 – Foundational Applications of Neuro-Linguistic Programming (NLP)**Lesson Description:**

This lesson provides the building blocks to understanding the practical application of Neuro Linguistic Programming (NLP) for success. Enhance your ability to communicate by understanding more than you thought possible through the observation of your verbal and



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non-verbal language as well as that of another. Then uncover simple and effective tools and techniques to change unwanted behaviour for more desirable outcomes.

Key concepts covered include:

- The NLP model of therapy
 - The five principles for success
 - What are the prime directives of the unconscious mind?
 - What is sensory acuity?
 - How to build rapport?
 - Recognising visual, auditory, kinaesthetic and auditory digital predicates
 - Recognising visual, auditory, kinaesthetic and auditory digital phrases
 - What is your representational system?
 - Understanding representational systems
 - How we code and give meaning to internal representations with sub modalities
 - How to establish a mental trigger
 - How to resolve a trigger using sub modalities
 - How to shift a minor mental belief using sub modalities
-

Lesson 7 – Intermediate Applications of Neuro-Linguistic Programming (NLP)

Lesson Description:

The lesson covers the intermediate applications of Neuro Linguistic Programming (NLP). The tools you will learn in this lesson will enable you to with ease alter minor states and limiting beliefs. You will also discover how you can use language to alter behaviour and how the observation of eye patterns and linguistic assumptions provides insight into presenting problems.

Key concepts covered include:

- How to use swish patterns for altering minor negative states
 - How to alter a minor limiting belief using sub modalities
 - How to use eye patterns for insights
 - How to consciously use language
 - What are presuppositions or linguistic assumptions?
 - How to note linguistic assumptions (Part 1)
-

DAY 3

Lesson 8 – The Meta Model and the Milton Model

Lesson Description:

Learn how to take your language skills to the next level by understanding how to note language patterns and effectively move a conversation from specificity to ambiguity. Use metaphors and the hypnotic use of language with intent. Uncover what someone actually means beyond their words by observing their meta model, how they delete, distort and generalise information.

Key concepts covered include:

- How to note linguistic assumptions (Part 2)
- The hierarchy of ideas, moving from specificity to abstraction
- The meta model, how information is deleted, distorted or generalized



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- Milton model, hypnotic language patterns
 - Meta Model Table
 - Understanding the use of metaphors
 - The science of story telling
-

Lesson 9 – Anchoring: Remove Minor Negative States and Create Desired States

Lesson Description:

This lesson covers the theory and application of successful anchoring for self-use or as a business tool. Anchoring is a simple and effective tool used to remove a minor negative state, to create a desired state or to create movement towards a desired outcome.

Key concepts covered include:

- What is anchoring
 - The four steps to anchoring
 - The five keys to anchoring
 - How to elicit a state and anchor it
 - How to stack a desired state
 - How to collapse a minor negative state
 - How to chain states for a desired outcome
-

Lesson 10 – Advanced Applications of Neuro-Linguistic Programming (NLP)

Lesson Description:

The basis of NLP is the Process of Modelling, which has three elements: belief & values systems, physiology and strategies. This lesson covers how to: change personal history using NLP; how to discover, elicit the patterns of, and utilize excellent behaviour; how to create a ring of power as a resource; how to reframe language for more desirable outcome and how to resolve neurological conflicts.

Key concepts covered include:

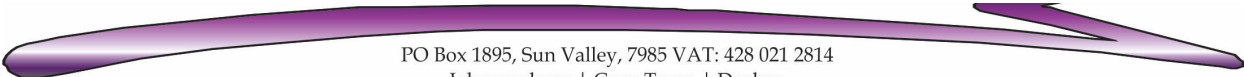
- The use of metaphors
 - Changing personal history using neuro linguistic programming (NLP)
 - Physiology of excellence, modelling for success
 - The ring of power, a resource anchor
 - How to reframe, separating intent from behaviour
 - How to use a parts integration for resolving neurological conflicts
-

DAY 4

Lesson 11 – Advanced Use of Language and Basic Meta Programs

Lesson Description

This lesson covers the advanced use of language, how to use it to establish the root cause of a problem and how to use it with an intended outcome in mind. You will also learn the four basic meta programs present in all people and how to elicit them in yourself and another, giving you instant and immense insight into the human behaviour of all within your proximity.



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Key concepts covered include:

- How to apply the cartesian coordinates system to language
 - A summary of language patterns
 - Using language patterns with intent
 - Observing prepositions for hidden meaning
 - What are the basic meta programs?
 - How to elicit the basic meta programs
-

Lesson 12 – Time Line Therapy**Lesson Description:**

The basis of time line therapy is that nerve cells that no longer fire together, no longer wire together. In this lesson you will understand what time line therapy is and how to use it to identify and remove unwanted neural networks by removing the root cause of negative emotions. This is a very powerful technique that instantaneously provides relief from unwanted negative emotions and enables the achievement of desired outcomes.

Key concepts covered include:

- Elicitation of the Time Line, how memory is stored
 - Testing the Elicitation of the Time Line
 - Discovering the root cause of a problem
 - Using time line therapy to remove the root cause of the problem, Negative Emotions #1
 - What to do when a client is emotionally detached, Negative Emotions #2
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Lesson 13 – Time Line Therapy and Quantum Physics**Lesson Description:**

Your environment is an extension of your mind. Your reality is created by beliefs and perceptions – thoughts and feelings. When you change your mind, your environment changes. Time Line Therapy enables you to change your reality by changing your beliefs and perceptions, thoughts and feelings. In this lesson you will learn more about effectively using Time Line Therapy as an intervention and how it relates to Quantum Physics. You will also learn how to easily relieve anxiety in yourself and another.

Key concepts covered include:

- 3 Things to check when doing Time Line Therapy
 - Ensuring client learnings are effective
 - General reframes when negative emotions don't release
 - What is quantum thinking
 - The difference between coherent and incoherent brain waves
 - Survival emotions vs elevated emotions
 - Quantum physics explained
 - How to efficiently release anxiety
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DAY 5

Lesson 14 – Removing Limiting Decisions and Phobias

Lesson Description

Your environment is an extension of your mind. Your reality is created by beliefs and perceptions – thoughts and feelings. When you change your mind, your environment changes. Time Line Therapy enables you to change your reality by changing your beliefs and perceptions, thoughts and feelings. This lesson explains what a limiting belief or decision is and how to alter someone's reality by easily and effectively removing limiting beliefs or decisions and phobias.

Key concepts covered include:

- What are limiting decisions?
 - How to identify and remove limiting decisions
 - How to remove a phobia
-

Lesson 15 – NLP Goal Setting and Time Line Therapy Theory

Lesson Description

A goal is an aim or end in mind and the formulation thereof determines the likelihood of its achievement. This lesson covers how to formulate effective goals and how to create movement towards them by placing them into your time line using NLP. This lesson also covers additional resources and theory on Time Line Therapy.

Key concepts covered include:

- The dissociative technique, an alternative to the phobia model
 - S.M.A.R.T. goals, an aim or end in mind
 - Using NLP to put goals in your future
 - Sources for additional research
 - Time Line Therapy theory
-

DAY 6

Lesson 16 – Neuro Linguistic Programming (NLP) in Business

Lesson Description

In business, no matter our designation we are all selling, ideas, products or services. Your sales success depends on your ability to connect and identify the value your counterpart desires. This lesson covers how to use Neuro Linguistic Programming (NLP) to increase sales success, move clients from resistance to buying by handling objections with ease, negotiate and influence with intent and format a meeting for success.

Key concepts covered include:

- Increase sales with the five-step sales process
 - Understanding objection handling
 - How to handle objections with ease
 - How to negotiate and influence with intent
 - How to format a meeting for success
-

Lesson 17 – How to Start a Coaching Practise and / or Coaching Intervention

Lesson Description:

To start a coaching practise, you need to understand what your value proposition is, how that fits into your business model and what your strategic plan is to realise your vision. To begin a coaching intervention, you need to know how to prep a client, how to set outcomes and how to commence a Time Line Therapy intervention. This lesson covers a guide on how to start your very own coaching practice and / or coaching intervention.

Key concepts covered include:

- Your one-page strategic plan
 - Understanding your value proposition
 - Formulating your business model
 - How to begin a coaching session
 - How to set coaching outcomes for a session
 - How to do a time line therapy® intervention
-

Lesson 18 – Social Cohesion, Conscious Leadership and Conscious Capitalism

Lesson Description

Authentic business innovation is the creation and exchange of equitable stakeholder value. This is the new business paradigm of the Exponential Age. Conscious leaders are self-aware and operate from a place of authentic power, they are conscious capitalists who are pro-profit and free-enterprise though not at the cost of any stakeholder. This lesson covers social cohesion, conscious leadership and conscious capitalism, learning how to cooperate, survive and prosper together in the Exponential Age.

Key concepts covered include:

- Social cohesion
 - Conscious Leadership
 - Conscious Capitalism
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Lesson 19 – Lesson 1-18 Key Concepts Refresher

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Lesson Description:

Become an internationally recognised Business Innovation and Neuro Linguistic Programming Practitioner. This lesson covers all key concepts covered in lessons 1 to 18 and is geared at preparing you for your online test. After completing your online open book test you will be notified via email of your success, thereafter a date and time will be scheduled for an electronic demonstration, after which you will receive 3 internationally accredited certificates - Business Innovation Practitioner - Neuro Linguistic Programming Practitioner - Time Line Therapy Practitioner. All training is internationally accredited with the American Board of Neuro Linguistic Programming and the Global Board of Neuro Communication.

Key concepts covered include:

- Refresher of key concepts covered in lessons 1 to 18
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