

NLP LICENSED PRACTITIONER CERTIFICATION AND LIFE COACH TRAINING 2024

DUBLIN, MARCH - MAY 2024



Write Your Story NLP

MODELLING EXCELLENCE

REALISE YOUR POTENTIAL

PRESENTED BY DAVID MCKECHNIE, HIGH PERFORMANCE & EXECUTIVE COACH AND
TRAINER, REGISTERED INTERNATIONAL TRAINER OF NLP, CERTIFYING MEMBER OF
INTERNATIONAL TRAINERS & COACHING ACADEMY OF NLP, MASTER
STRENGTHSCOPE PRACTITIONER

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PRESENTED BY DAVID MCKECHNIE



Hi,

My name is David McKechnie and I would like to thank you for considering my NLP Licensed Practitioner Certification and Life Coach Training in 2024.

I first stumbled upon NLP at a time when I was feeling stuck and static in my life. I was a Senior Solicitor at the time, lacking any clarity or direction, and I knew I was not fulfilling my potential, personally or professionally. Recognising that whatever had got me to that point had not worked, I embarked upon a NLP Licensed Practitioner course knowing that something had to change.

The course opened my mind to a world I had never before experienced. I came across tools, strategies and techniques that would profoundly change my life and the lives of many others. It helped me reach previously unimagined levels of clarity, performance and fulfilment, and empowered me to pursue and achieve things I had thought could only exist as dreams, to include playing in a band, performing at music festivals, finding a career I am passionate about, setting up my own business and moving away from a career I was unhappy in.

From that experience forth, I have made it my purpose to use NLP and Coaching to empower as many people as possible to fulfil their potential.



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As I have progressed from becoming a Certified NLP Practitioner and Life Coach, to becoming a Master Practitioner in NLP, and on again to becoming an International Trainer in NLP and to setting up my own High Performance and Executive Coaching Business "Write Your Story NLP", I have seen many people who are stuck, static, and lacking clarity or direction as to what is next for them. I have seen people unfulfilled, and with unfulfilled potential.

Some people will use these states as catalysts for change and action. Others, however, will remain in those states for extended periods of time, mainly due to a lack of belief in their own ability to make change happen, a limited belief as to what is possible, and old patterns and fears holding them back.

The good news is, there is a way forward, and there is a solution.

The choices you made to this point were based on what you thought you could do, and if certain choices did not work out as planned, that does not have to define what lies ahead for you. This course will give you greater choice in each and every moment of your life, both personally and professionally, and with greater choice, success and a life, to this point unimagined, can be yours.

Whether you decide to take this training as a new career path, for career and/or self-development, it will quite simply be the best investment you have ever made in yourself.

David.



What is NLP?



**NLP is the
study of
excellence**

**NLP is
methodology for
explicitly
mapping and
tracking human
experience for
the purpose of
modelling,
communicating
effectively and
creating change.**

NLP began its life as a modelling technology, when John Grinder and Richard Bandler embarked on their now legendary work in capturing the patterns of genius inherent in experts Fritz Perls (psychiatrist, psychoanalyst and psychotherapist), Virginia Satir (author and psychotherapist) and Milton Erickson (psychiatrist and psychologist).

NLP is the practice of coding how people organise their thinking, feeling, language and behaviour to produce the results they do. NLP provides people with a methodology to model outstanding performances achieved by geniuses and leaders in their field, so that such outstanding performance can be replicated in their own lives.

NLP is also a powerful change technology in helping people have new experiences in life through changing their own mental maps.

A key element of NLP is that we form our unique internal mental maps of the world as a product of the way we filter and perceive information.

Neuro: Each individual has established their own unique mental filtering system for processing the millions of bits of data being absorbed through the senses. Our first mental map of the world is constituted of internal images, sounds, tactile awareness, internal sensations, tastes and smells that form as a result of the neurological filtering process. The first mental map is called "First access" in NLP.

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Linguistic: We then assign personal meaning to the information being received from the world outside. We form our second mental map by assigning language to the internal images, sounds and feelings, tastes and smells, thus forming everyday conscious awareness. The second mental map is called the linguistic map (sometimes known as linguistic representation).

Programming: The behavioural response that occurs as a result of neurological filtering processes and the subsequent linguistic map.

Understanding this can lead to remarkable improvements in personal performance and in getting the most out of any scenario and person!

NLP Application



NLP has many applications

Elite performance

Leadership

Coaching

Sales

Negotiation

Marketing

Team Building

Parenting

Education

An NLP Practitioner can employ their skills as an agent of change and a Coach working with individuals, groups, or companies, or even global organisations and governments.

As a technology, NLP has an amazing track record for instigating fast and efficient change in individuals and groups.

Many people study NLP to help them become more effective and indeed experts in their chosen field.

The patterns, strategies and tools can be employed across a wide area of applications ranging from fields as diverse as optimising performance, leadership, education, team building, sales, marketing, personal development, parenting and coaching.

Wherever there is human interaction and growth potential, NLP can be used to develop and enhance performance.

It is, after all, the study and coding of excellence!

What is Life Coaching?



Coaching is a powerful tool to facilitate the journey of individuals, teams and organisations, to fulfilment and fulfilled potential.

It is an interactive process that enables individuals and organisations to accelerate their development and optimise their results. All areas of life can come within the ambit of a Coaching process, to include business, finances, health and relationships.

As a Professional Coach, you will be trained to observe and listen to Clients, to identify what they want to achieve, who they want to be, and to elicit with them the most effective strategies and solutions applicable to their particular situation.

A skilled Coach will facilitate their client in;

- Discovering and exploring who they truly are;
- Achieving clarity in where they are versus where they want to be;
- Identifying their core strengths;
- Gaining clarity on what they want to achieve;
- Identifying the obstacles standing in their way;
- Eliciting the most effective strategies and solutions to move forward;
- Achieving purpose and fulfilment.

This course facilitates the above, complementing the NLP certification to culminate in a powerful and unique offering.

Why choose this training?



The Licensed Practitioner of NLP training is a comprehensive training programme offering an internationally recognised and prestigious International Trainers and Coaching Academy ("ITCA") accreditation in association with NLP co-creator John Grinder himself.

With this accreditation, you are an internationally recognised NLP Practitioner and will have the opportunity to develop a career of personal fulfilment and financial reward, and to differentiate yourself in any field by bringing yourself to a new level of excellence.

In an increasingly saturated market of Coaching offerings, NLP offers a unique set of skills, strategies and tools to differentiate you from other Coaches, Professionals, Leaders, Educators, Parents and People, and will provide you with all requirements for a life of fulfilment and optimised potential.

This particular certification differentiates itself from other NLP offerings further as it is in association with NLP co-creator John Grinder himself.

In conjunction with NLP, we will also be covering key Life Coaching elements, thereby fortifying your skillset, your tool-kit and offerings.

At the completion of the course, you will have a huge sense of clarity and confidence, and a skill-set to work with and facilitate huge change in yourself and clients (if you choose).

Professionally, you will have the edge in performance, communication, leadership, negotiation and optimising potential.



Who can benefit from NLP?



EMPLOYERS

LEADERS

COACHES

PROFESSIONALS SEEKING TO REACH THE
NEXT LEVEL AND/OR OPTIMISE
PERFORMANCE

THERAPISTS

EDUCATORS

SALES STAFF

HR PROFESSIONALS

MANAGERS

PARENTS

PEOPLE SEEKING PERSONAL
DEVELOPMENT, EMPOWERMENT AND
FULFILMENT



The NLP Academy

Practitioner Level Certification

[skill requirements]



- Calibration (sensory input channels)
- The ability to distinguish between conscious and unconscious signals in non-verbal communication
- Rapport
- Mirroring, Crossover mirroring
- Perceptual positions
- Success Principles
- Well-formed outcomes
- Alignments (including representational systems manipulation)
- Representational systems, to include the ability to detect the preferred representational system
- The ability to rapidly and smoothly adjust your communication (both verbal and non-verbal) to that being used by your client
- Language patterns - Submodalities, Meta Model patterns, Milton Model, Simple hypnotic patterning
- Recognition and utilisation of Milton Model patterns in contexts of influence
- Frank Farrelley's provocation method
- Minimum metaphor competency
- Anchoring techniques
- Use of anchoring in change formats
- Involuntary signal systems
- Strategies for change



COURSE TESTIMONIALS



"I commenced the NLP Practitioner Certification course with David McKechnie in September 2023. As an already qualified coach I was curious about the NLP techniques and keen to enhance my coaching approach. Not only is this a great programme for anyone interested in coaching and specifically the NLP resources, but, from a personal perspective it is as life-changing, challenging, stretching and transformative as you allow it to be.

David is a phenomenal trainer and an outstanding coach. He balances challenge and support perfectly. I would highly recommend David for executive and life coaching and as a leadership/personal development trainer. Honestly, it was the the best course I ever participated in" - Elaine McGleenan, Head of Learning and Organisational Development at KPMG.

"When I heard that David was carrying out the NLP Licensed Practitioner Certification and Life Coach training I jumped at the opportunity to join. The course content was brilliant and was given in a nice trusting atmosphere and environment. The skills and techniques that I have learned are similar to having superpowers that I didn't know exist! They will stand to me on a day to day basis in personal life, my daughter's life and work life. I have recommended this course to my friends and I would recommend it to others too. Invest in YOU today for a brighter tomorrow" - Andrew Creevy

"This course is life changing, it is the best investment anyone can do for themselves, and to help others change their lives" - Olga S

"The course has been top-class. The content, structure and actionable takeaways have all been great for me personally. The growth of the group has been also really cool to witness. I especially like the theoretical side of it, so much crossover in some of the sales methodologies/principles recommended to us in work. Thank you for all your hard work in making it all happen and click" - Owen G

See website and socials for further testimonials.

NLP Licensed Practitioner Certification and Life Coach Training 2024



VENUE: Royal Marine Hotel,
Marine Road, Dun Laoghaire,
Dublin.

DATES: March 2, 3, 23
April 13, 14, 20
May 18, 25, 26

TIMES: 10am - 5pm each day

INVESTMENT: €3,250*

DEPOSIT: €500

**NLP ACADEMY CERTIFICATES AND
COURSE DOCUMENTATION:** Included

PARKING: Included

**SPECIAL ACCOMMODATION RATES
FOR COURSE ATTENDEES:** Available

TELEPHONE: 00 353 86 026 8363

WEBSITE: www.writeyourstorynlp.ie

E-MAIL: david@writeyourstorynlp.ie



NLP Licensed Practitioner Certification and Life Coach Training 2024

BOOKING: To guarantee your training place, fees must be paid in full no later than 9 February 2024.

***EARLY BIRD SPECIAL:** 10% discount available if paid in full on or before 22 December 2023.

****LIMITED SPACES AVAILABLE:** Book now to guarantee your place.



**Realise
your
potential**

Write. Your. Story.