

NLP High Performance Practitioner

SPORT ... BUSINESS ... LIFE

Cannes 2021



Inside Performance™

Enhancing performance for Sport...Business...Life

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“From the perspective of learning, the best investment of time I have ever made. A real privilege to be part of the most dynamic and inspiring learning experience I have ever been involved in. Louise Deeley delivered the programme with professionalism, great knowledge and understanding of the world of elite performance sport and I would highly recommend the programme to any coach who is interested in becoming better”

Gordon Lord
Head of Elite Coach Development
England and Wales Cricket Board

Do some things different

Some the same

Our aim is simple. We want people to get the best out of themselves, the teams they're in and the individuals they work with.

We believe everyone can be a success and that we can provide the thinking, techniques and know-how needed to help individuals bring that success to the forefront.

Everything we do at Inside Performance draws from our experience and knowledge of high performing individuals and teams to offer a course designed specifically to give you more of what's useful, and less of what's not!

We all know that being successful, *in any field*, requires performing at your best.

But what is performance?

What is your best? Talent alone is not enough.

In order to really perform, we need to learn *how* to perform.

Recognise what works ...

What doesn't

What are the key skills and competencies that those that get to the top possess, and those that don't, don't ...

So the question is ...

What do we need to focus on, and ...

How *do* you get the Mind Set for success?

“If people didn't have a habit of getting in their own way of success, there would be no need for performance psychology. But they do, and there is... so here we are.”

Louise Deeley, CPsychol

So, what is Neuro Linguistic programming?

Put simply, NLP is a practical body of knowledge about human communication, behaviour and performance. It's about how our thinking affects how we feel, and how our feelings affect how we behave. NLP is very practical, and as such, offers a wide range of tools and techniques to examine, change and enhance what we do so we can operate at our maximum potential.

Our Philosophy



We know your time is precious, so that's why we've taken the leg work out & developed this specific course to provide you with more of what's useful & less of what's not!

An integration of the powerful & easy to use techniques of NLP, Applied Sport Psychology & relevant insights from Neuroscience research on human performance, this course provides a depth & range of thinking, approaches & practical tools that is unrivaled in just 7 days!

And because this material works in any context, you can apply your new knowledge to whatever aspect of performance you need ...

Sport ... Business ... Life ...

“ Fantastic. What stopped me
from doing this years ago? ”

Alison Maitland, Sport Psychologist,
Lane4

We strongly believe in the importance of developing strong Social & Emotional Intelligence (SEQ) capabilities, both in the athletes themselves & the people who are supporting them, & this NLP course is the ideal framework from which to build these skills.

Emotional Intelligence is our ability to recognise, manage & use our emotional states effectively a& Social Intelligence is our ability to navigate the wide array of complex social relationships & environments we encounter to successfully build, lead & motivate individuals, teams & organisations.

Of course, it's not difficult to see why this is such an important aspect for people in business environments, & with a multifaceted, & relationship based field such as sport, it still amazes us that this isn't the first thing that's taught for anyone working in Sport or Performance areas!

A major focus of this course, which is why it's perfect for professionals looking for high performance in Sport ... Business ... Life ...



Why train with Inside Performance?

Small group sizes, knowledgeable and engaging trainers, and a high level of personal attention and Q & A time. Material that allows each person to tailor it to their specific needs, and focused on applied application that can be used from day one.

Our courses are recognised globally as being of the highest standard, & we're privileged to have been chosen to deliver training for world class organisations such as The ECB, UK Sport & The RFU.

We're also chosen by FITPRO's, Health Specialists and Leaders in Business that join us across varying sports, industries and levels, as it's about working with *your* requirements, in *your* context to fulfill *your* goals.

Leading the way for NLP in Sport

We offer the ONLY High Performance NLP courses in the world to be delivered by not only NLP accredited trainers, but also BPS Accredited Sport Psychologists, BASES Sport Scientists, & experienced coach educators & mentors.: in other words, individuals trained to the highest standards in their field, knowledgeable about performance from a wider perspective, & utilise NLP because it gets the results they're after!

Add this performance knowledge in the business environment & you get a very powerful, competitive & effective set of tools for the Performance sector!

Reasons clients give us to do this course ...

- o To gain practical knowledge to work with the psychology of performance
- o Promotion to new roles, with new skills
- o Managing different personalities and emotional responses
- o Dealing with pressure situations and competitive stress

- o Taking on or new to a leadership or management role
- o Work in a customer facing /performance environment like sales
- o Stuck in a rut & need inspiration
- o Changing career paths or looking for a new challenge
- o To gain confidence 'managing up' as well as managing themselves, teams & individuals
- o To effectively deal with the 'politics' of life!
- o To manage injury, disappointments & 'bad news' better
- o Because 'it's interesting, stimulating & challenges our thinking

Organisations give us different reasons for engaging us too ...

Delivering world class results requires world class professionals; it's not enough anymore to just be good at the technical & tactical! Performance requires individuals & teams with high levels of SEQ; who understand themselves as well as others. Who can communicate across the board, can get their message across effectively & can deal with change and adversity as & when it happens.

In fact, individuals who have greater positive emotional states, create organisations who benefit with:

- o Improved performance & achievement
- o Greater creativity & innovative problem-solving
- o Better decision-making
- o More flexible thought processes
- o Improved memory & attention to task
- o More effective working relationships & greater team cohesion

— all essential characteristics if performance and facilitating a positive and thriving culture is what you are after!





What will you learn?

The course begins with some of the key concepts within NLP that will form the basis for the rest of your NLP thinking and development.

As the course progresses, you are guided through a range of tools and techniques that gradually build upon the last so that you gain the skills via an easy and natural progression.

On day 7, you have the opportunity to bring your skills together with our fun and invaluable integration day.

Here you get the opportunity to work one-on-one to practice putting together what you have learned with experts on hand, so you will be confident to take these skills and work with them outside of the training room.

Just some of what's included ...

What is NLP?

- Exploring the ideas behind this pragmatic approach to psychology
- Truth or Useful? Using NLP in Sport and Life
- How NLP approaches how we think, feel and act
- Using peripheral awareness for learning and coaching

Introducing the Mind

- What is the conscious – unconscious mind?
- Recognising the power of the unconscious for performance in Sport

NLP High Performance Practitioner

- Developing 'muscle memory' and unconscious competence

The Mindset for Success

- How to create a winning mind-set and culture of success
- Powerful belief frames that will change your experience and interaction with the world around you
- Change negative thinking and develop pro-active behaviours
- How to think and behave in a more effective and positive way

NLP and Social and Emotional Intelligence (SEQ)

- What & why is SEQ & so important in Sport & Performance?
- What makes the best players, coaches and leaders?
- How does NLP develop SEQ?
- What effect does SEQ have on performance on and off the pitch as well as in the boardroom?
- The importance of developing SEQ with academy and youth players

Developing great 'people' skills

- What effect do our thoughts & physiology have on performance and results?
- Explore how we see, hear & feel the world & how this influences learning & teaching styles
- Having a greater awareness of self & others
- Recognising & responding to individual difference
- What is sensory acuity & how to use it to develop greater empathy & awareness
- Establishing & maintaining rapport – the cornerstone of great communication & relationship building
- Build strong relationships with teams & individuals
- Deal with 'difficult' people
- Know how to give bad news, disappoint people & still stay in everyone's good books at the same time! (Great for relationships as well as Business & Sport!)

The Magic of Language - getting it to work

Communication skills are essential in all areas of sport, so during the training you will learn how to use a variety of easy to learn language techniques for greater effectiveness in your role.

- Become an expert in asking the right questions
- Deliver powerful & motivational team talks & presentations
- Build your coach/athlete & business relationships
- Negotiate easily & learn the art of persuasive language to get your message across
- Make decisions & problem solve with ease
- Use metaphor to coach, train & lead

Outcomes and Goal Setting

- How to set effective & specific goals you will achieve
- Develop focus & direction about what you want to achieve

Mental Rehearsal and Managing your State – how to run your brain and body!

- Discover how imagery works & the sub modality building blocks it's based on
- Change unwanted behaviours, eliminate negative self-talk & get rid of 'choking'
- Learn how we structure beliefs & how we can change them
- Learn how to control anxiety & other unwanted states
- Use anchors & triggers for positive performance states to access flow & perform 'in the zone'

Strategies – How do we do what we do to get the behaviour we produce?

- How do we consistently produce a great putt in golf or penalty in football?
- How do we decide what to eat before a game? To play? To drive?

- How are we attracted to something, choose what to wear & how we listen to others?
- How do our strategies influence how we perform ... & how can we use this information?

Dealing with inconsistent thinking

- Remove blocks & inconsistencies in thinking & behaviour & learn how emotions get 'stuck' in our physiology
- Re-discover the freedom to move forward without feeling
- 'something' is holding you back

In addition, we look at areas of relevance to Sport & Business such as Fixed v Growth mindsets, how to enhance wellness, stress-recovery balance and sleep via Heart Rate Variability using Firstbeat Advanced Performance Analytics and more ...

And last but certainly not least we have our integration day at the end of the course, bringing your new knowledge, skills & awareness together for a final day of fun, practice & learning.

The day really enhances confidence in personal abilities to take what you have learned & use it effectively in your own world, where you get the greatest benefit!

What if I complete the programme?

Then your NLP qualification will be recognised the world round, but more importantly, you will have a whole new set of tools and ways of thinking to go to the next step in your life.

Because of its practical nature, you'll be able to go out & immediately use what you learn, making this course extremely useful for those looking for solutions to problems & opportunities for growth and development.

NLP isn't used in 'this and that' area, it's used for everything. Your thinking, Your behaviours, Your performance. Doesn't get much better than that!



Why this course is ideal for Business Professionals too

We know our emphasis is on Sport, but it's Sport with a difference.

Unlike a lot of courses that are there for the athlete, this course is aimed at those who support the athletes and teams. Those people who are responsible for ideas and creativity, for planning the route to success, for supporting and developing those they're responsible for and for managing and leading the individuals, teams and organisations they work with.

And that's why it's great for *all* Business Professionals too!

Of course, if you hate sport then this course isn't for you, but if you don't, and you want a course that's a little bit different from the rest, then this is an ideal option.

Used by both individuals and organisations as part of a structured CPD route for management, coaching & leadership skills, we've had individuals from a range of organisations join us:

Banking & Finance, Health Care & Civil Servants, Channel Marketing, Science Laboratories, NHS managers, Dentistry, Police, Fire and the Armed Services in fact, some amazing and varied backgrounds, experiences and knowledge sets from people around the world!

So why does this matter?

Because this richness, diversity and knowledge brings energy, innovation and potential to every course we run!

The thing with diversity is that you go away with so many more ideas than you came with. And not only that, one's that you'd never of come across in your own 'world' because it's a different way of thinking!

So although this course is for performance - it's for performance *in all it's forms*, and we can guarantee that the benefits of doing ...

...some things different

Some the same

... will be something that will stay with you forever ...

“

An excellent course. Well prepared, insightful with excellent delivery. Exhausting in a thoroughly enjoyable way!”

Caroline Robertson, Exercise Physiologist



This course is life changing.

After years of courses that have failed to inspire this one really delivers. Louise is an excellent trainer that makes learning fun and interesting. I learned so much, not only for work, but for my family and friends too. Everyone on the course got on well and I am sure we will keep in touch for many years to come.

Simply excellent!!

Trevor Donald National Sales Manager UBM Group Ltd

NLP Master Practitioner

Once you have completed your practitioner level you'll already know the benefits NLP can bring, and if you did it with Inside Performance, you know that the attention and focus provided is first rate. If not, then this is a great opportunity to find out!

Moving from technician to artist is what this course is all about, and some of the reasons people give us for doing the Master Practitioner are:

- o Wanting to learn more about how to model and replicate excellence in others
- o To understand unconscious patterns and learn about the meta-programmes that drive personality
- o To work with values more easily and effectively
- o To develop the skills of a master presenter, trainer and coach
- o Wanting to make a significant impact with advanced language skills
- o Develop more conversational change skills
 - o To hone & refine your thinking skills, & learn more about mind-body approaches
 - o To learn more about groups & teams & how to make them really work
 - o You want to be challenged *and* be recognised for your advanced learning & application

Consultancy, 1-2-1 and workshops

Inside Performance also delivers bespoke development days and workshops for sport and business, tailoring specifically to your needs and requirements.

We also offer one-to-one sessions for sport psychology support and coach mentoring.

If you are interested in development workshops for your club, sport or business or require consultancy services for NLP or Sport Psychology, please contact us.

“Comprehensive course content, new and challenging practical skills, engaging and helpful course tutor and most of all extremely thought provoking.”

Arran Peck, S & C Coach, English Institute of Sport



“I was blown away by how powerful and simple these techniques are and how beneficial they are to the individual. The course was extremely fluent, interesting and inspirational. The content was delivered exceptionally well, influencing us positively and I shall be using NLP for a lifetime!”

Chris Boado, Personal Trainer, Tennis Coach & Martial Artist



“This NLP course has been a fascinating journey into discovering ways of improving my performance. I have no doubt that the skills and knowledge I have learned will help me enormously in my role.”

Hugh Morris, Managing Director, England and Wales Cricket Board

“All aspects of the course have been fantastic, initiated by the trainers style and humour. The interventions I have experienced have had a significant effect on me personally which will also impact on my professional work style and ability. Thank you for such a powerful and positive experience”

Jenny Gretton, Olympic Talent Coach, British Cycling



About Us

Finding a quality and reputable NLP Training company can be difficult, and although there are many experienced and qualified providers out there, there are just as many, if not more, that promise the earth, and deliver, well, not the earth!

We promise small group sizes, plenty of Q & A, and high personal attention to all our delegates. We ensure our prices are fair, we use only quality, easily accessible venues and our certification courses offer qualifications that are both recognised and justified upon completion ... ideal for both employer and individual alike.

Reputation is everything ...

We'd like to think that the list of world leading organisations and individuals that have come to us for training, consultancy and coaching, do so not only because of our quality, professionalism and experience, but because we help them get the success they are striving for. So biased we may be, but in today's competitive market, there's no-one better to learn with than from those that play at the top of their game.

How our clients rate us:

With 100% stating they would recommend us to friends and colleagues, and over 80% of delegates coming through referral, we are confident that what we deliver is the right thing!
From our delegate feedback, our courses over the last 15 years averaged the following ratings out of 10:

- Overall content 9.5
- Trainers style 9.5
- Venue 9.5
- Personal value 10
- Professional value 9.5

Experienced and Qualified

Something else that we think you might want to know is that we're registered with the HCPC, meaning that you are learning from trainers who are not only experienced ABNLP Trainers, but also registered British Psychological Society Chartered Psychologists, making sure that if you decide to train with us, you're receiving a standard of knowledge and professionalism recognised at the highest levels.

Training designed with YOU in mind!

The importance of multiple intelligences, and the different learning styles we all adopt, cannot be ignored. Because of this, we allow you plenty of time in the training room to master the skills and techniques of our courses, and we also give you the attention you need to ensure you are totally confident in what is needed to be successful at the level you are training at. When you complete one of our programmes, you'll know what to do, when to do it, and will have the confidence and competence to know how to do it!

Who will be training on this programme?

Your main trainer will be Louise Deeley, a Certified ABNLP Trainer of NLP and TLT™, BPS Chartered Psychologist and a successful Performance Coach and Sport Scientist.

At Inside Performance™ we will only use experienced and certified trainers for our programmes, matching expertise to requirements. This means you are learning and experiencing from trainers who incorporate the attitudes, methods and behaviours of NLP in their own lives as a priority, ensuring integrity, ethics and a belief based on personal experiences in the results that NLP can bring.



*“ Excelling in the pursuit of excellence!
Hard work that is definitely worth it.
Countless models that will be invaluable
for both Sport and personal life. I urge
you to do this course! ”*

Darren Warner, British Judo Association,
National High Performance Coach



UK Sport

Lawn Tennis Association (LTA)

England and Wales

Cricket Board (ECB)

British Cycling **BUPA**

British Olympic Association (BOA)

The Rugby Football
Union (RFU)

Sport Scotland

UK Athletics

Jaguar Coaching

Southampton FC

Fulham FC

Dame Kelly Holmes
Legacy Trust

British Equestrian Federation

WASPS RFU Norwich City FC

Credit Suisse

British Rowing

British Swimming



“ I have loved it! Such brilliant people, full of enthusiasm, it sets you up for a great experience and good learning. Having such brilliant tools and techniques that will help me so much and give me an 'edge' to become the Olympic Gold medallist that I have dreamed of. ”

Natasha Baker, World-Class Para-Dressage Rider

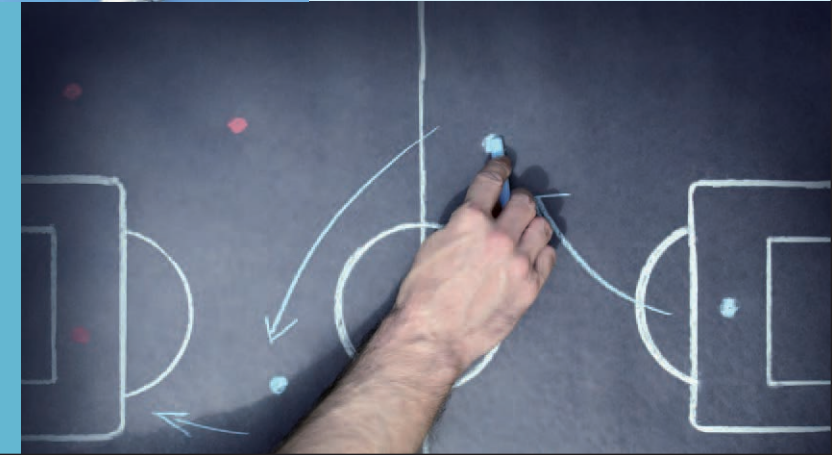


“ NLP has opened my mind to how sport psychology can be so effective with simple tools and techniques. The personal impact has been phenomenal and the way I work live and play has changed forever. ”

Caroline Atkins, World Cup Winner and Cricket Coach

“ This course has changed my life. I now look at my environment in a completely different way. Louise is very thought provoking and enables you to learn all the material with a certain ease and enjoyment. If only everyone could have this training! ”

Steve Gladding UK Sport (British Diving)





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