

Client Case Study:

Rapport Building through NLP Applications

The Cultural Change Company were delighted to have been commissioned to work with the Adam Smith Business School, University of Glasgow, to deliver a NLP Rapport Building course to MSc Business students as part of their innovative Graduate Award Programme. Adam Smith is the largest business school in Scotland and one of the largest in the UK. The MSc students were international management practitioners. Over the course of seven three-day courses we trained over 240 students in advanced NLP Rapport Building techniques.

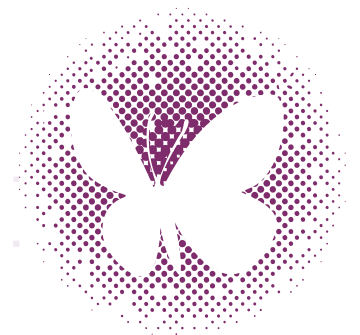
Executive MBA student and High Technology Engineer Steven Mitchel said of the course that:

"I feel that the techniques that we used and demonstrated throughout the course will be hugely beneficial to anyone in a senior management role. We learned communication skills and rapport building skills that can help managers through any business situation."

This learning project provided our clients with fundamental knowledge of the fascinating subject that is 'Neuro Linguistic Programming' (NLP) that sharpened their leadership skills and developed their INFLUENCING capabilities which enabled the following outcomes:

- Coaching excellence in others
- Building rapport with individuals and teams
- Transforming self-limiting beliefs into high powered assets
- Managing productive meetings
- Presenting your case convincingly
- Managing challenging people
- Working smartly with different cultures

Our strategy was to work in 'rapport' with the Adam Smith Business School to build the capacity through action and knowledge transfer to expand their students' relationship management capabilities through rapport building action learning sets.



The Cultural
Change Company

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