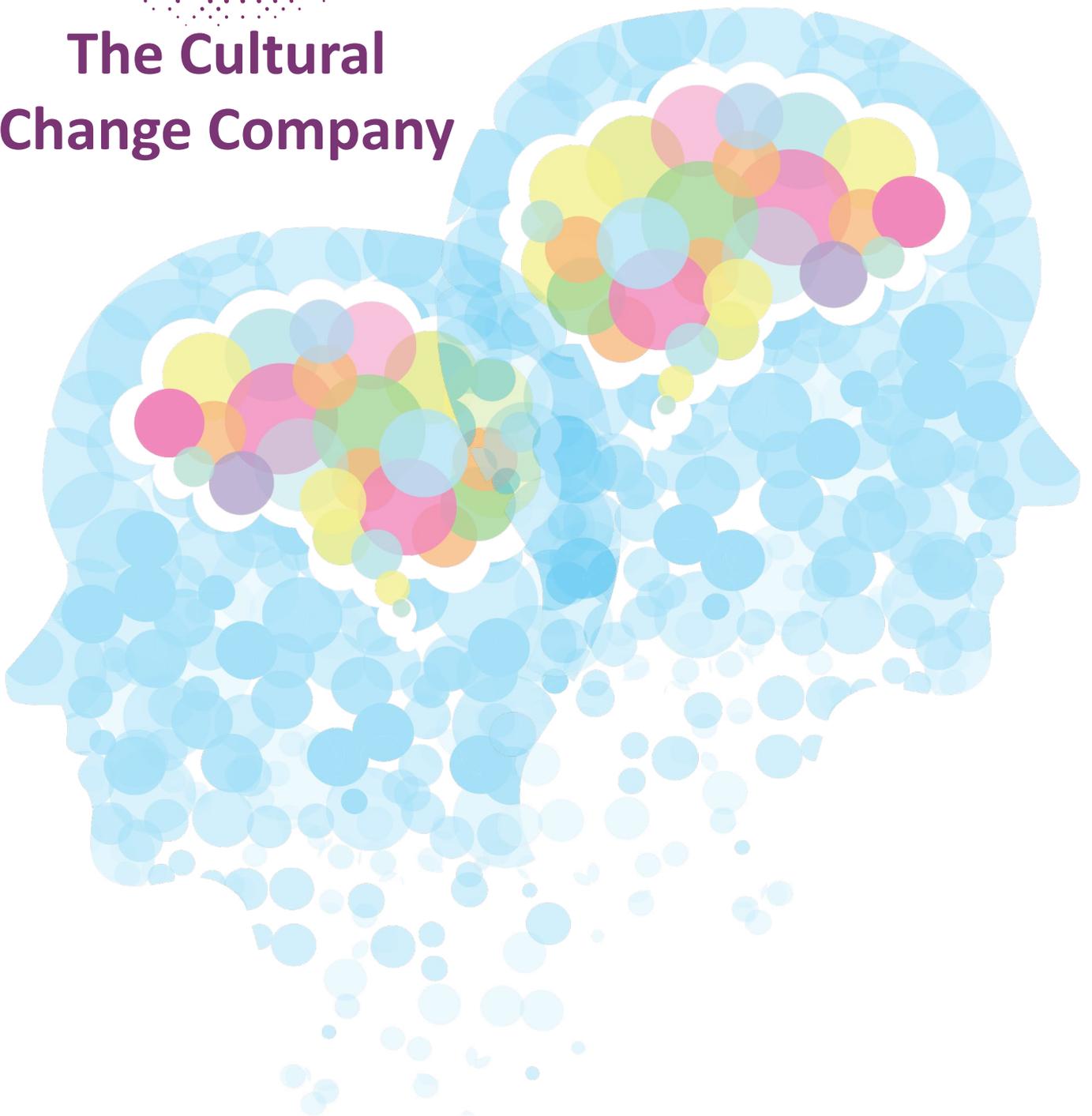


**The Cultural
Change Company**



Breaking the Mind-set

Welcome to Breaking The Mind-set

Breaking the Mind-set is a personal coaching service to allow you to *achieve the best version of you*. This innovative service is aimed at Post Graduate Students of Management, established management teams and of course individual managers operating at every level throughout organisations. Our approach is based on the seminal work of Robert Dilts and his international best-selling book 'From Coach to Awakener'. Robert is an internationally renowned corporate coach who has worked with industry leaders around the globe. Having studied under Robert at NLPU Santa Cruz California we can share with you powerful coaching techniques that will:

- Shift paradigms
- Build highly resourceful emotional states
- Unblock limiting beliefs
- Improve self esteem
- Reduce toxic relations
- Remove anxiety
- Improve communication and presentation skills
- Significantly improve upon your confidence levels as a leader

Breaking the Mind-set is personal development at its best. Within all of us are the 'seeds' of transformational change which when germinated allow us to emerge as the person we truly want to be.

If you are working in an organisation and experiencing acute stress or anxiety caused by social interactions, we can transform these negative feelings into high performance capabilities.

If you can take one thing from this page, take this: ***you are not broken, you are working perfectly*** - according to the programmes you run in your mind. We simply need to alter and change the programmes you run, to give you a different outcome or result.

Working through proven NLP methods detailed below are just some of the high performance capabilities we can release within you.

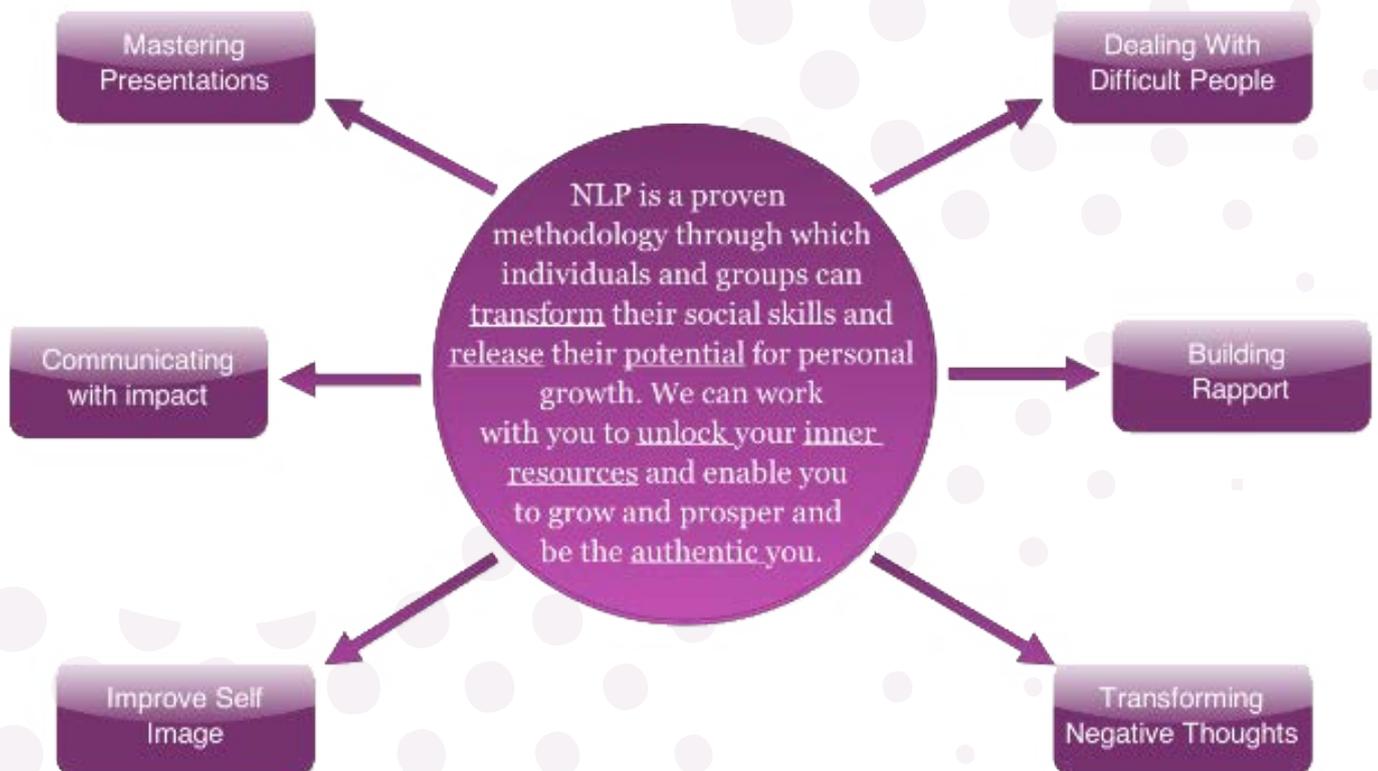


Why we can help you change!

There is no need to carry your secret concerns around with you anymore. No need for these to determine your physiology and attitude. You can transform these into high performance capabilities.

Believe me, I know what I am talking about. I know what it is like to suffer in silence as a manager in the theatre of our own minds. I also know what it is like to experience joy, power and a high sense of personal achievement as a manager.

“The greatest weapon against stress is our ability to choose one thought over another” - William James





Your Principal Coach

Dr David Potter

Your principal Coach David Potter has 25 years' experience as a management executive. David started at the bottom rung of the corporate ladder and reached senior management status running a £30-million-pound business qualifying with a first class MBA and PhD in Behavioural Science.

David says that *"I know what it is like to have low self-esteem, worry about managing challenging people, delivering high powered presentations and running teams. I also know how to transform these liabilities into high performing assets."*

I can tap into my experiences and also my knowledge as a behavioural scientist and a Master NLP Trainer and transform your issues into high performing capabilities. I

know how slippery our dreams can be and I relate to the experience of the awesome Kate Bush who once said:

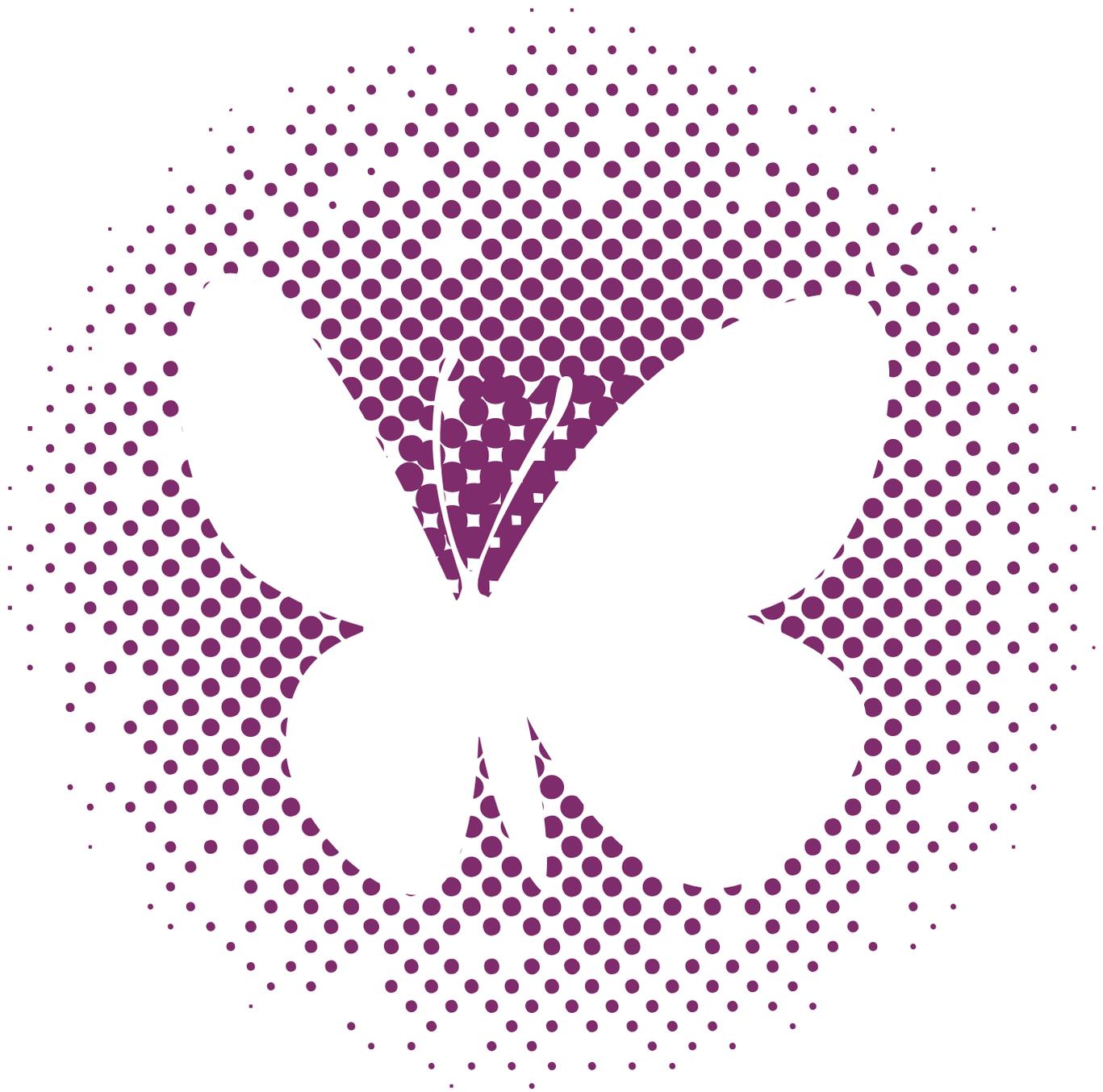
"I've been doing it for years, my goal is moving near, it says "look I'm over here", then it up and disappears." - Kate Bush The Dreaming

I can break the mind-sets that make sure your dreams keep disappearing. I can open up the doors in your mind to the person you want to be and provide you with resources that will help you build the identity you value the most and be able to manage those who don't wish you to succeed."



Core Identity Coaching:

I will incorporate core identity coaching in your sessions, to offer personal development at a much deeper level.



CONTACT US:

Please contact us at David Potter to arrange a free feedback session.

The Cultural Change Company

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