



# The Cultural Change Company

## NLP Certification for Project Leaders



## The Original Learning Experience

This course will:

- Unlock the full power of your 'Soft Skills' as Project Leaders
- Generate highly effective communication skills
- Prepare you to lead successful stakeholder relationships
- Give you the transferable skills and capabilities to build winning teams

# Welcome

Welcome to The Cultural Change Company learning project: 'NLP for Project Leaders.' This exciting course is designed for Team Leaders delivering Project Management initiatives in their organisations. Delegates will gain Soft Skills that will significantly enhance their Project Management capacities. This course is based upon innovative NLP techniques known as 'Third Generation NLP' rooted in the creative melting pot of Silicon Valley, California.

## 'Transformational Success needs Soft Skills'

We reviewed a survey of 1,500 practitioners worldwide including: project leaders, sponsors, project managers and change managers. The core findings were as follows:

- 60% of projects failed to fully meet their objectives
- 40% of projects were classified as successful
- 58% of respondents cited changing mindsets and attitudes as a major challenge
- 49% of respondents cited corporate culture as a major challenge

The most significant challenge identified when implementing change projects are 'Soft Leadership Skills' which aim to change mindsets and corporate culture. The core message is that the following soft skills should be culturally wired into the capability of a project leader:

- Building rapport with individuals and teams
- Communicating with confidence and impact
- Mastering their 'inner game'
- Working with resistance effectively
- Developing behavioural and emotional flexibility
- Presenting their case convincingly
- Managing challenging thinking styles
- Working with culture

## Why should I invest in this programme?

This imaginative and unique NLP change leadership programme will enable you to engage productively with your teams by fine tuning the soft leadership skills essential in today's fast moving business environment. The NLP methods you will master will support you to achieve greater communication skills, stakeholder engagement and personal influence leading to the delivery of higher levels of performance in your organisation.

# NLP For Project Leaders is a CMI Recognised Change Leadership Training Programme

## CMI Endorsement

As you will be undertaking a CMI recognised programme when you graduate you will receive a certificate of achievement from The Chartered Management Institute. CMI recognition is an exemplary way to show that you have completed a training programme benchmarked against management training quality modelled by the 'National Occupational Standards'.

## Affiliate Membership of CMI

When you graduate, you will receive automatic Affiliate Membership of CMI for one year. Members receive over £1000 worth of added value, including industry leading publications, access to a complete record of learning and CPD, networking opportunities at CMI events, a vibrant online community, webinars and the professional recognition gained with membership of the professional body for managers and leaders, that demonstrates your skills to the world.

## Access to CMI Management Direct

With Management Direct you will have access to unparalleled online resources compiling all that CMI know from over 60 years of management thought leadership.

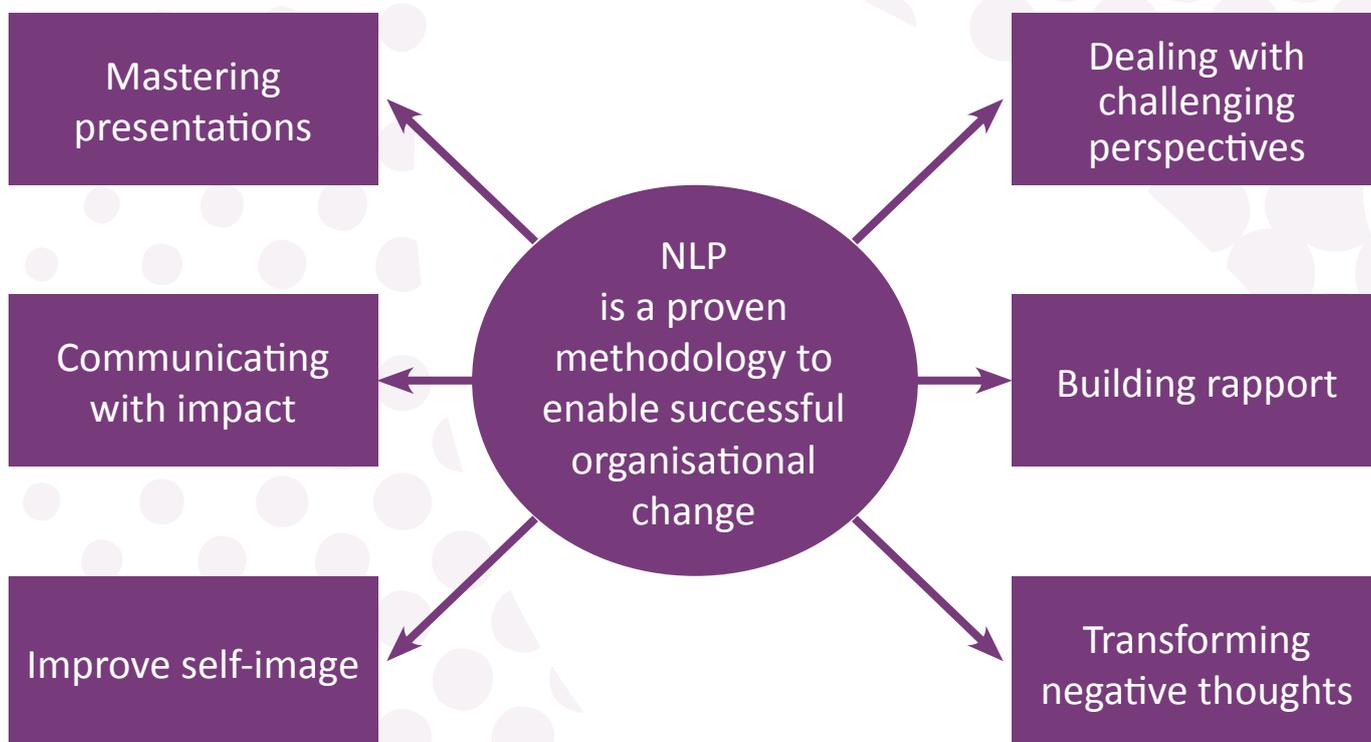
## CMI ACHIEVE

Your membership also includes CMI Achieve, which is a CMI online mentoring programme. Whether our clients are experienced managers and leaders looking to share their knowledge and experience or are looking to be mentored as part of their on-going professional development, the CMI Achieve programme can facilitate this.



# Neuro Linguistic Programming (NLP)

NLP is a social development tool kit that works with the 'inter' and 'intrapersonal' skills that produce excellent change leaders in organisations. NLP methods work with the beliefs and values that form our attitudes, emotional states and generate our social strategies and thus create our results.



**NLP ideas and methods enable the 'success factors' that are 'the difference that makes the difference' to producing effective project leadership outcomes.**

# Course Objectives

The course objectives are to introduce you to creative and powerful ways of:

1. Expanding your communication skills
2. Leading the social dimension of Project Management
3. Building the case for change
4. Leading cultural change
5. Understanding team dynamics
6. Transferring the knowledge to build your success
7. Pacing the perspectives of others
8. Creating a climate of psychological safety
9. Enriching your perceptual maps
10. Considering your philosophy of leadership

Throughout our shared learning journey, you will develop advanced soft skills that you can use to ensure your projects achieve their goals. You will also be able to teach others the NLP tools that you learn with us.

Your investment in this course will ensure that you are fully prepared, confident, and ready to meet the challenge of leading successful project management interventions.



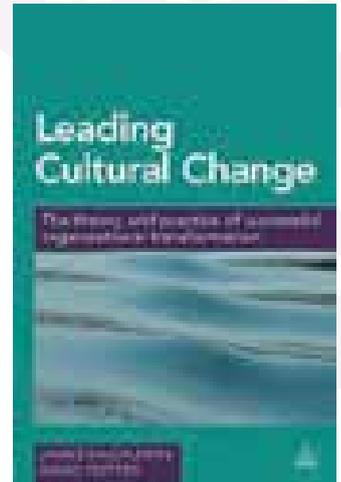
# Your Principal Trainers



## David Potter

David brings a deep understanding and rich experience of cultural change programmes emphasising the 'softer' side of project leadership. He is an established author on leading transformational change.

David is a highly experienced corporate change leader who also teaches change management and NLP at both Honours and Executive MBA level across several leading UK Business Schools such as St Andrews University and the University of Glasgow. David holds both an Executive MBA and a PhD in Organisational Development.



## Jens Starke

Jens brings an indepth understanding of 'technical' project management applications such as 'Prince' and 'Agile Working'. He is a professional in the field of project leadership with almost 20 years of working across more than 15 countries.

Jens achieves successful outcomes through a combination of training, coaching, mentoring and consulting. He has a broad technical background with extensive project management experience.



## A Unique Blend of Experience

Both David and Jens are master trainers certified by NLPU at the University of California. They are members of the NLPU Global Training and Consulting Community (<http://nlpu.com/GTC/ftc.html>) which has over 1,000 members. With their shared passion to enable managers to succeed as Change Leaders, Jens and David will transfer to course participants a framework of powerful and proven intervention methods that will complement and enrich commonly understood project leadership technologies.

# Course Content

'NLP for Project Leadership' is based upon three areas of practice; each element covers a particular aspect of the soft skills identified by global research studies as the applications that would make the difference to project management.

Each area of practice enables the 'layering' of experiential learning so that the NLP philosophy and methods literally 'get into your muscles'. You will leave this course with new dynamic perspectives and skills that will transform your change management and leadership capacities as well as providing you with opportunities for personal growth and transformation.

## Area of Practice 1: Intrapersonal Soft Skills

This element will work to master the 'Inner Game' that we all play and which determines to a large degree our social results.

Throughout this area of practice, you will learn to apply NLP tools which will enable the growth of soft skills such as:

- Creating self-awareness
- Reviewing meta programmes
- Building emotional control
- Self-image management
- Managing limiting beliefs
- Managing toxic stress
- Relaxation techniques
- Building internal motivations
- Managing anxiety
- Understanding decision making



## Area of Practice 2: Interpersonal Soft Skills

This element will work with NLP tools that help shape your external relationships. It addresses 'interpersonal strategies' that create a climate of 'psychological safety' through which project teams may flourish.

Throughout this element, you will learn to apply NLP tools which will enable the growth of soft skills to build psychological safety in the team such as:

- Building the case for change
- Pacing the experience of others
- Conflict management
- Calibrating and matching different thinking styles
- Eliciting resourceful individual and group states
- Matching sensory systems for improved communications
- Active listening
- Back tracking for enhanced understanding
- Building shared vision, mission, and ambitions
- Building rapport with stakeholders
- Building Coaching Containers
- Generating active collaboration

## Area of Practice 3: Cultural Sensitivity Skills

This element will ensure that you are fully prepared, confident, and ready to meet the challenge of managing the cultural dimension of project leadership. The aims are to introduce you to ways of applying NLP to enable confidence at:

- Working with organisational culture
- Integrating cultural change into project leadership
- Preparing others to recognise the need for cultural change
- Diagnosing cultural fault lines that will block project leadership
- Appreciating the impact that organisational culture has on project leadership
- Diagnosing the client's cultural paradigm

The core objective is to enable you to improve your management decisions concerning leading and working with cultural change integral to project leadership at every management level.



# Clients' Feedback

"I happened to be speaking at a conference on culture change where David was a fellow presenter representing The Cultural Change Company and I was captivated by both his style of delivery and engagement. I am in the process of leading a major change process involving the integration of the back-office functions of three major public sector organisations and I felt David would be able to bring some powerful learning into our journey. I was so impressed with the support that was received - David's business experience coupled with his outstanding grasp of NLP was more than we could have hoped for. A number of the delegates who attended described the techniques they acquired as life changing and David is a joy to work with too!"

**Leatham Green MBA LLM 2016**

*HR Forum: CHRO of the Year 2016 & Public Sector People Management Association:  
HR Director of the Year 2016*

"I really enjoyed my NLP Change Leaders training as part of the Graduate Award at the University of Glasgow Adam Smith Business School. As a corporate leader, I enhanced my ability to build positive rapport, which is a vital leadership skill. NLP training helped me to understand team dynamics with greater sensitivity."

**Jinlei Fei,**  
*MSc Finance Accountant, Shanghai*

"I enjoyed my experience of NLP for Change Leaders. The methods I learned will help me in my professional career and has made me a stronger leader for having these skills."

**Christina Hub,**  
*MSc Financial Risk Management*

"This has been a most memorable experience. I can really see the way these NLP methods can be used in my professional life as a change leader. I have used the NLP exercises very subtly and I can actually see the difference."

**Naina Aggarwal**  
*MBA Project Manager*

"I feel that the techniques that we used and demonstrated throughout the change leaders 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."

**Steven Mitchell, MBA**  
*High Technology Engineer*

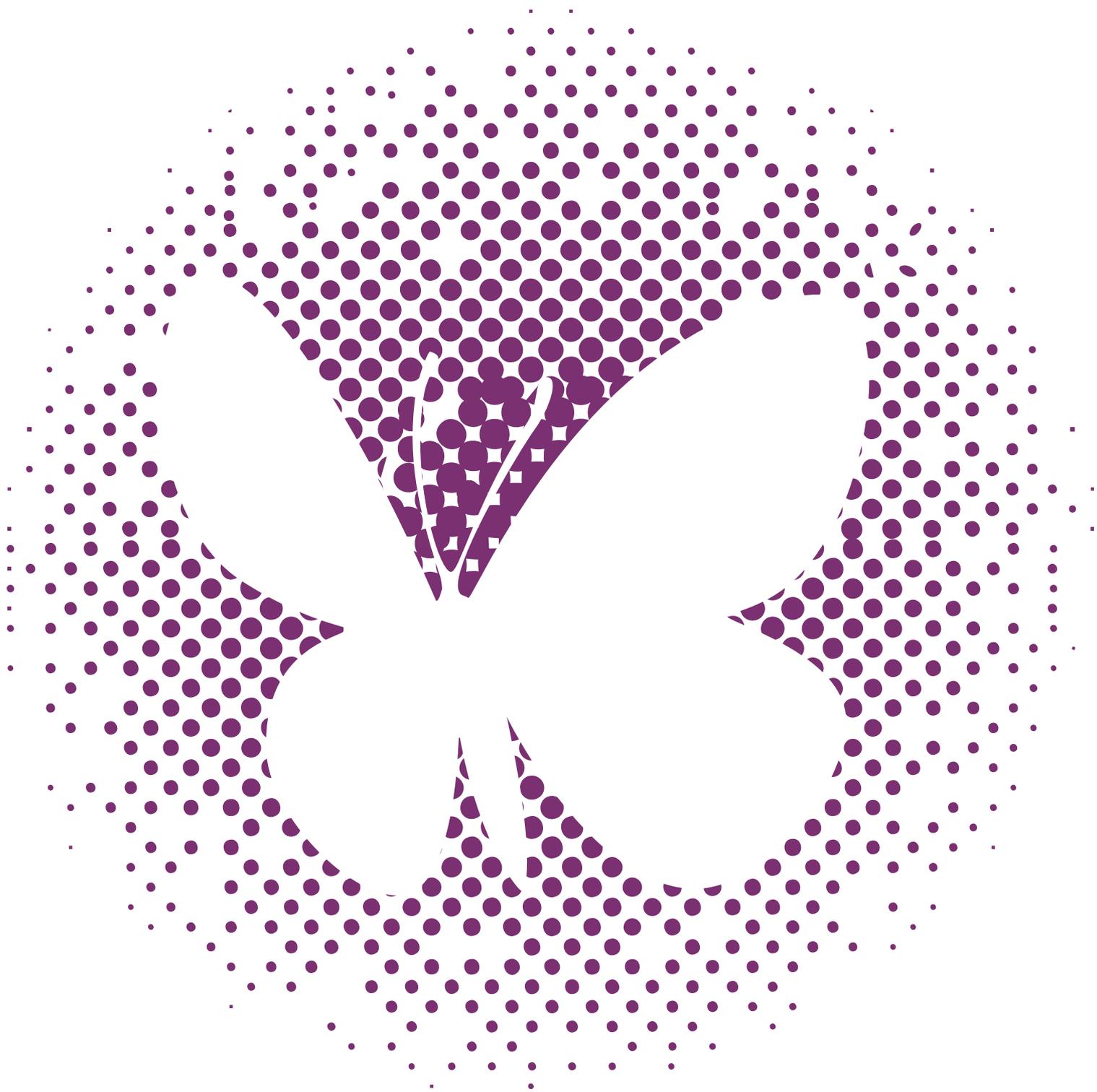
"David presented an NLP session at the Scottish Business Tourism Conference in Glasgow. He was thoroughly engaging and gave a fascinating presentation that was content-rich with facts and techniques that were easy to put into practice in our day-to-day work and lives."

**Aileen Crawford**  
*Head of Conventions at Glasgow Convention Bureau*

# Building a Climate of Psychological Safety

When we deliver our courses we always put our customers at the very centre of our thinking. Everything we do, we do thoughtfully to build a climate of psychological safety so that each participant can bring their authentic self to our training. We always enjoy extremely high levels of customer satisfaction and engagement with our methods. Pictured below are international managers engaged in a Cultural Change Company NLP training programme.





## We invite you to be curious

For more information, visit David at his LinkedIn page or check out [www.culturalchange.co.uk](http://www.culturalchange.co.uk), where you can view our media gallery and client case studies, or you may email [david.potter@culturalchange.co.uk](mailto:david.potter@culturalchange.co.uk)

