

# NLP PRACTITIONER CERTIFICATION (The Great Awakening™)



## Trainer's Profile



With several years of experience in the sales and marketing profession, Jacky is a highly valued and sought-after Life Coach and ABNLP certified NLP Trainer. **Jacky** is also one of the founders and President of **Excellence Edge International**.

In fact, it all began about a decade ago, when Jacky was at the crossroads of his life. Formerly a slave to his self-defeating attitude about many things in life, his life metamorphosed when he was introduced to NLP.

Coupled with his many years of experience in sales and business, Jacky today lives as an exemplary demonstration of the power of the human will and what NLP can do to turn the "impossible" to a possibility!

Over the years, Jacky has successfully trained and coached countless in various organizations, ranging from schools, corporations, non-profit organizations and government agencies. Having worked with various organizations like NYP, the Singapore General Hospital, CDAC, MCYS, NACLI, Singapore Power Group, Singapore Press Holdings, RSAF, True Beauty International, NHST Media Group etc, Jacky has enriched and enhanced the lives of countless individuals through his highly engaging, dynamic and charismatic training. Moreover his written articles on "Confront your Fears", "Be Clear about your Goals" and "Be a Master of Persuasion" had all been featured in The Straits Times.



Living in an increasingly competitive marketplace, employers and employees alike are putting greater value on skills and performance than ever before. Quick decisions, the ability to act instantly and choose the best strategies for success are some of the defining factors that make the difference in your life.

Hailed as the foremost human change technology of the 21st century, NLP is the study of excellence in human performance, and is an extremely practical and powerful tool for creating success in both your personal and professional life. It has discovered how people think, how people learn, how high achievers do things differently, such that you can master their secret formula and replicate success in your own way!

By using NLP techniques in the areas of life coaching, you will also be able to overcome your fears, increase confidence, enrich relationships, improve learning, since it allows you to banish those old and self-defeating patterns, creating a more compelling and empowering future for yourself.



## What do our graduates say about The Great Awakening Program:

“Thanks to the trainer’s broad yet in-depth knowledge and experience, the course has had a big impact on both my personal and professional life. I would like to recommend and encourage anyone seeking self development or planning to become a NLP practitioner to strongly consider Jacky. It will be a positive step toward your future.” – Ms Lee, senior account officer

“Dear Jacky, Thank you for your lively way of delivering the training. NLP has indeed given me the self-enriching tools to build my confidence, self-awareness and rapport with people. I am glad to have attended your NLP course and look forward to future courses with you.” - Enya, Project and Event Executive

“In this course, I have learned to relate and work better with people who have different energies and strategies from me. I have learned to become more flexible when it comes to dealing with people who have different needs.” – Rose, business associate

“Joining this NLP class has allowed me to manage and improve my relationship with various people around me. For instance, through the use of a powerful linguistic tool called Meta-Model, I have significantly improved my ability to ask intelligent questions and clarify information when necessary. Prior to attending this course, I had often got into awkward situations where I was tongue-tied and did not know how to keep a conversation flowing.” - Duong



## **Program Outline**

### **•Introduction to NLP**

- Understanding human communication model
- NLP Presuppositions
- 4 Critical Factors for success in life

### **•Managing Priorities**

- Keys to achievable outcome for compelling future
- 5 Principles of Success
- Achieve success in Visualization

### **•General People Skills and Relationship Building**

- Observing Body Language and identifying what it means
- Effective and Efficient Rapport Building Strategies
- Studying general human thought processes
- Studying Eye Patterns for leading and influencing
- Perceptual Positioning tool to handle relationship difficulties

### **•Managing your Emotions**

- Change your focus through mastery of submodalities
- Rewire neurology through Eye Movement Desensitization Reprocessing
- Overcoming negative behaviors using Swish Pattern
- Anchor yourself on positive emotions (confidence, power, joy etc)
- Overcoming Procrastination through chaining of anchors

### **•Using Language to Influence**

- Precision Questioning tool to guide and recover lost information
- Secrets of Handling Objections effectively
- Using suggestive and hypnotic language to lead and influence

### **•Strategies**

- Mental strategies- master mental programs that produce desirable behavior
- Motivate yourself and others effectively through study and application of strategies
- Elicit and Influence your customer's buying decision
- Generating New Empowering Behaviors with Strategy Rehearsal

### **•Reframing**

- Using metaphors for creative problem solving
- Creating empowering choices to influence our behavior
- Resolving Emotional Conflicts with Parts Integration

