INTERPERSONAL SKILLS

IN63 Persuasive Communication using NLP

Neuro-Linguistic Programming (NLP) is an innovative system essential for roles requiring strong communication, persuasion, and influencing skills. This comprehensive five-day course equips delegates with practical NLP techniques to enhance their business performance. Participants will explore the principles of NLP, develop advanced communication skills, and learn strategies for reproducing excellence and influencing others. The course focuses on practical tools and real-world applications, ensuring delegates leave with actionable insights and techniques to implement in their professional environments. By mastering NLP, delegates will improve their empathetic understanding, persuasive abilities, and personal development strategies.

Course Information

Duration: 5 days

London (£4950): 23rd February 2026, 11th May 2026, 6th July 2026, 24th August 2026, 19th October 2026, 7th December 2026, 24th May 2027, 19th July 2027, 13th September 2027, 1st November 2027, 20th December 2027, 27th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This dynamic course is designed for managers, HR and Learning and Development professionals, and any staff members within a business environment who wish to enhance their communication and influencing skills. It is ideal for individuals seeking to utilise powerful NLP techniques to improve their business performance, regardless of their role or industry. Whether you are looking to lead more effectively, communicate with greater impact, or achieve professional excellence through practical, hands-on learning, this course offers valuable insights and tools for all business professionals.

Course profile

Foundations of NLP

- Understanding NLP principles and history
- Exploring business applications of NLP
- Recognising and interpreting perceptual filters
- Differentiating verbal and non-verbal communication
- Identifying thinking patterns and eye accessing cues

Advanced Communication Techniques

- Applying business linguistics and sensory-specific language
- Recognising and addressing deletions, distortions, and generalisations
- Understanding presuppositions and beliefs of excellence
- Changing limiting beliefs
- Enhancing empathy in communication

Modelling Excellence

- Benchmarking elements of excellence
- Differentiating listening and hearing for understanding
- Applying effective questioning techniques
- Using persuasive body language techniques
- Building rapport to transfer skills

Persuasion and Influence

- Developing compelling goals
- Leading effectively to inspire others
- Gaining buy-in through persuasion and influence
- Applying perceptual positions for learning
- Handling conflict and reframing situations

Personal Development and Future Planning

- Reviewing personal history to access desired resources
- Developing a resourceful state and anchoring self-confidence
- Managing personal development using logical levels of change

- Implementing the T.O.T.E. model for self-regulation
- Planning for continuous personal improvement

Competencies

At the end of this course, delegates will be able to:

- Understand and apply the principles of NLP.
- Enhance communication through sensory-specific language.
- Change limiting beliefs and adopt empowering presuppositions.
- Benchmark and model elements of excellence.
- Use persuasive body language and rapport-building techniques.
- Develop compelling goals and lead effectively.
- Handle conflict and reframe situations positively.
- Implement personal development strategies for continuous improvement.

Course Booking

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Email us: training@lmcuk.com

www.lmcuk.com

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