

THE PROFESSIONAL GUILD OF NLP



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*Introductory Guide
for Organisations*

Welcome

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Introduction



What is the Professional Guild of NLP?

The Professional Guild of NLP is an association for like-minded professional NLP Training Providers. Non commercial and not for profit, the Guild seeks to provide an interface between quality NLP training and the public at large.

Completely independent of any one school, lead trainer or mindset, its strength lies in attracting members who share the same values of integrity, skills and quality, whilst promoting the differences that make each member organisation unique.

The Guild is committed to forward thinking development, through its support of national and international initiatives. In addition, it provides a progression route for recently qualified NLP Trainers to establish their own business as a bona fide recognised NLP Training Provider.

The Guild also provides a platform for the students of its member organisations to position themselves in the public domain and within the NLP community through becoming Individual Members of the Guild.

The Guild's activities are encapsulated in its website which has been designed to promote serious training for people who are serious about learning. Its database of like-for-like Training Provider profiles, lets the enquirer search targeted information 'under one roof.'

The Aims of the Guild are:

- to benchmark quality NLP training and ensure good value for money.
- to promote the activities of its Members.
- to provide NLP training information for the public, which is relevant and easily accessible.
- to support the promotion and acceptance of quality NLP to an extending market.

Benefits of Organisational Membership

Your company will be identifying and connecting with quality and integrity. You will gain from direct association with the professional and prestigious links forged by the Guild. And by association, you strengthen the Guild's power to influence for the better.

Your company will attract additional Learners who not only want their commitment and dedication to their learning recognised, but who also want to be part of a dynamic learning community.

For less than the cost of a national advertisement, you automatically become part of a powerful marketing opportunity - the Guild's website. Your company's profile will be part of the first port of call for any serious enquiry.

When you join, in addition to your own entry profile and web page, you will receive.

- a Guild membership pack which includes logo artwork and the Guild's own rubber stamp.
- embossed seals with the Guild's Logo for your certificates.
- Up to two free entries for your Authorising Trainers as Individual Members of the Guild.
- and access to your events listings through a link to the NLPevents.co.uk website.



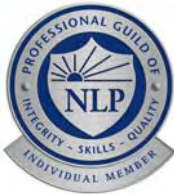
Benefits of Individual Membership

NLP practitioners gain the satisfaction that comes from belonging to something worthwhile, and which recognises commitment.

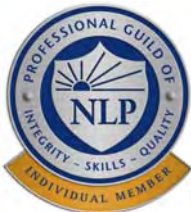
Your students can connect with fellow Practitioners who are also interested in applying NLP in the same areas, and so can pool and develop ideas.

You can take a direct role in the various areas of expertise categories within the listings - having articles and essays published. Your students' potential customers can source and access them through their extended web page profile.

In turn, their profiles reflect the practice of your school.



Practitioners may use the designation PGNLP (Practitioner) and Master Practitioners the designation PGNLP (Master Practitioner)



Practitioners with in excess of 480 hours training and development in NLP will be entitled to use the Gold Seal as a mark of their achievements.

Individual Code of Practice

Integrity

- Present an ethical and authentic model to others when acting under the banner of NLP, by upholding the integrity of the NLP attitude of curiosity its methodology and technologies.
- Adopt the Presuppositions of NLP as the basis of all practice.
- Present self, experience and level of competence honestly.
- Encourage others to learn more about what NLP can offer them, by offering a congruent example and ecological promotion.
- Maintain and respect confidentiality of clients and associates.

Skill

- Recognise the current limitations of own skills and knowledge, and whilst demonstrating flexibility, know when to consult and/or refer on to others as required.
- Maintain and develop own abilities to be in a resourceful state appropriate for the prevailing situations.
- Act ecologically to restore, maintain or generate well-being for self, others and the community.
- Continue NLP learning and development by reviewing, refreshing and updating skills and understanding.

Quality

- Establish well formed outcomes as the starting point of every professional relationship and remember that when working with another, the practitioner's outcome is to assist the other to achieve his or her outcome.
- Maintain records securely and in line with data protection legislation.
- Seek and maintain appropriate supervision and guidance for own area of NLP application.

Core Content for NLP Practitioner

The following descriptions are the Core Content and Desired Outcomes of an NLP Practitioner Programme.

Each Training Organisation and trainer will implement these with their own emphasis.

In addition there will be other NLP content, which will vary from organisation to organisation depending on their own unique skills, attributes and experience.


Presuppositions of NLP The ability to apply a practical understanding of the basic NLP beliefs and assumptions to support successful behaviour.

Well Formed Outcomes The ability to apply the framework of questions to ensure ecological, desirable and attainable goals and objectives.

State Management The ability of an individual to monitor and have influence on their emotional responses to situations.

Rapport The ability to establish and maintain a level of relationship sufficient to achieve desired outcomes.

Sensory Acuity The ability to notice the subtle changes in behaviour that indicate internal changes in another person.



Calibration	The ability to notice patterns in behaviour so that
Representational Systems	The ability to identify and respond to the neurological mechanisms behind the five senses which indicate preferred methods of gathering and
Perceptual Positions	The ability to take different perspectives from which a situation can be viewed to gain more information.
Meta Model	The ability to apply this language model to enable the deeper structure of experience to become more apparent.
Milton Model	The ability to apply the range of influential language patterns and strategies used by Milton Erickson to induce an altered trance state.
Sub-modalities	The ability to notice and adjust the inherent
Anchors	The ability to make conscious use of stimulus response patterns to affect shifts in experience.
Strategies	The ability to identify internal sequences of behaviour that are habitually used to achieve an outcome.
Reframes	The ability to increase choices through offering additional meanings to experiences.

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Quality Assurance

Standards and Quality

The Professional Guild of NLP is mindful of the need to keep a high profile on quality provision and ways of maintaining standards; a system which is self regulating and which avoids expensive, intrusive and unwieldy inspection systems.

We operate on the presupposition that every Provider is in business to stay in business, and the only way to do this is to pay attention to ensuring quality provision and to be known for striving to improve performance year on year.

The unique and special feature of the Guild is that its members are independent of any collective school or governing body. Its strength is in its diversity. At the same time, this independence is matched by a deep

Code of Practice

These core Principles have been adopted by all the training organisations within the Professional Guild of NLP. Each organisation within the Guild will have its own mechanisms for monitoring and validating the level of its performance in relation to these principles.

Evidence that this monitoring process is active will ensure continued membership of the Guild.

Quality Assurance

Quality Assurance measures originated by the Organisation, are publicised, monitored and understood by all Staff and Learners.

Improvements are generated from internal information arising from self-assessment, evaluation, and learner feedback; and from external participation in professional development, networking and modelling success.

Diversity is valued and respected, and the integrity of each organisation within the NLP community is recognised.

Management of Training

All Marketing materials are an accurate reflection of the organisation, sponsoring realistic aspirations.

All costs are clearly stated.

The Principles and Values of the organisation are evident in action throughout the range of activities conducted by the organisation.

Venue and other arrangements are appropriately organised to enhance learning

Learner records will be maintained and are accessible to Learners.

Learner Support

Potential learners are given accurate and relevant advice and information, and referred to other providers when required.

Learning outcomes and assessment criteria are part of the Learning Contract or an equivalent agreement with the Learner.

All materials, activities and learning resources actively enhance ability to achieve the stated learning outcomes.

Learners are given guidance regarding their progress and direction during their training programme.

Learners are made aware of the provider's appeals process.

All Trainers and their assistants strive to practise and promote the ecological and ethical practice of NLP at all times.

Sufficient time is allocated for co-learning, review and reflection.

Confidentiality is respected.

Assessment and Feedback

Learners are made aware of the assessment processes and requirements.

Performance feedback is given frequently and in a way that can be assimilated by the learner.

Tasks and activities related to assessment are clearly communicated.

Evaluative feedback is sought from learners who are given the opportunity to offer feedback to the organisation and the trainers.

Resources

All materials are properly acknowledged and sourced.

A wide range of learning resources are made available, or information will be supplied regarding their sourcing.



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Complaints Procedure

Each member of the Guild has their own published Complaints Procedure, as part of the Guild's Code of Practice.

In the unlikely event that the Guild Member does not fulfil its commitments under the Guild Code of Practice, then in the first instance, it is the requirement of Training Provider to address the complaint and resolve it to the mutual agreement of both parties.

In the unlikely event that the participant feels that his or her right to complain has not been respected or that the substance of his or her claim has not been recognised, then the participant can forward the specific nature of the complaint, in writing, to the Administrative Offices of the Guild.

The Guild will notify the Training Provider and invite the organisation to furnish details in connection with the complaint.

An ad hoc Adjudicating Panel of three Organisational Members will be established to consider the issues involved. If the Panel considers that there are legal implications within the issue, over which it has no jurisdiction, the participant will be informed. Where the issues are of a more pastoral nature, the Panel will then present its findings and offer recommendations.

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Organisational Membership Application

Eligibility

You are eligible to become an Organisational Member of the Professional Guild of NLP if you meet the following criteria.

- Your organisation agrees to comply with the Core Content and the Code of Practice
- Your Course Director/Lead Trainer is identified as your Authorising Trainer. This person will have
 - completed **480 hrs** of NLP training and development.
 - delivered **THREE 120 hr (over a minimum of 18 days)** NLP Practitioner certification programmes.
 - produced or approved the programme design and course materials
- Whilst you may field trainers who are not yet certificated NLP Trainers, the Authorising Trainer is required to supervise the training provision and provide all final assessment and certification functions.

Application Process

Step 1: Go to

Access the Guild website www.professionalguildofnlp.com.

Step 2: Apply online

From the homepage you can click the link to JOIN and from there select the ORGANISATION REGISTRATION option. This is the entry point for your

Training school. Follow the link and complete the simple form, making sure you have carefully read both our Code of Practice and Core Syllabus requirements which are both online and in this booklet. Submit your form to us or contact us with any questions.

Step 3: Signing up

We will confirm receipt of your information, and clarify any details if necessary. We may ask for marketing materials and view your website, if available, as confirmation of your eligibility.

You will then receive or can download, our invoice and standing order form. If you prefer you can pay with PayPal. Your Standing Order form or cheque needs to be returned to us with either your signed Grand Parenting (available on request or as a download from our website), or Sponsorship Agreement.

If you are a new training organisation and have not yet run three practitioner trainings then you will need to arrange for sponsorship and complete the Sponsorship Agreement forms in this booklet.

Step 4: Going 'live'

We will then send out to you your Membership Pack with all its associated materials and your Password. You will then be able to enter your organisation's details. You will also receive emailed pdf logos for your marketing.

Step 5: Trainers' Individual Membership

As an Organisational Guild member you are now entitled to promote yourself and your practitioners through the Guild website. With your password, you can enter the details of up to two Trainers as Individual Members

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New Training Organisations

The Professional Guild of NLP warmly welcomes the on-going introduction of newly qualified NLP Trainers from our Members. We would like to make the following distinctions.

Incorporating NLP Within Training

For many trainers, this benchmark externally recognises their competence at incorporating NLP technologies into their own practices as a Trainer, Coach or Development Consultant. It marks publically their professional commitment to developing their skills to a high and reputable standard. And it nearly goes without saying that the learning community directly benefits significantly as a result.

NLP Workshops

It may be that these Trainers, and it has to be said less qualified individuals, choose to offer NLP specific workshops and modules, either in-house or as part of a programme of open courses. These events could attract certificates of attendance drawn up by that organisation.

Whilst the Guild commends these initiatives, it does not extend its seal of approval, and the Trainer cannot be considered as an Organisational Guild Member.

NLP Practitioner Certification

The NLP Trainer may feel they are ready to offer certificated NLP training. Ideally the NLP trainer has had experience of incorporating NLP into his or her training practices, and has assisted at least once on an accredited programme of 120 contact hours, in no less than 18 days.

A certificated training programme is a significant undertaking and carries with it considerable responsibility to honour the good practice evolved over the past 30 plus years and to be a credit to their own NLP teachers. The public also needs to feel secure knowing that the trainer's possible lack of experience this level does not mean a significant lack in quality.

To this end, the Guild promotes Sponsorship Agreements between the New Provider and his or her Host Training Organisation to provide support in these early stages, and to ensure some level of moderation and verification. The new Provider operates under the wing of an established Guild Member until they have delivered THREE certificated practitioner programmes, of 120 hour direct contact training, in no less than 18 days, attracting a minimum of 18 participants in total, with a minimum group size of six learners. Ideally this relationship spans no less than 18 months and no more than five years.

It is likely that the Sponsoring Guild Member will have either certificated that individual at NLP Trainer or Master Practitioner level, and will have had experience of that practitioner working as a Course Assistant.

It is assumed that as the Course Director, this new NLP Trainer will have designed his or her own programme and written their own manual, with at least 65% original materials.

Grand parenting

It may be that an experienced NLP Trainer is choosing to set up on their own, after being involved directly in the delivery of a minimum of three acceptable Practitioner programmes. In this case, the Trainer and his/her organisation will be eligible for membership in their own right, assuming they meet all other membership requirements.

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Sponsorship Agreement

Roles and Responsibilities

Sponsor Organisation

The Sponsoring Training Provider needs to agree to enter into this endorsing relationship. In doing so, they are confirming that they feel the NLP Trainer has reached an acceptable level of competence and understanding to provide a credible product on the open market.

The Sponsoring Training Provider's role is one of Quality Assurance. Whilst not legally binding, sponsorship acts as endorsement of good practice on the part of the new organisation perceived both by the public and the NLP community. The actions of the new organisation have direct bearing on the professional reputation of the host organisation.

The Sponsoring Training Provider is asked to provide the following.

- **DELIVERY:** The Sponsoring Training Provider is required to approve and make recommendations as required for:
 - the programme outline
 - training methodology for selected activities
 - samples of training materials from the intended manual
 - marketing materials.
- **ASSESSMENT:** The Sponsoring Training Provider needs to be satisfied that the assessment process is thorough, fair and conducted in a manner

which enhances learning.

- In practice this may require a trainer from the host organisation to be part of the final assessment process.
- A named trainer from the host organisation co-signs the certificates
- The Certificates clearly state that the organisation is Sponsored by the named host organisation.
- These certificates are eligible to carry the Guild's seal.
- **ONGOING SUPPORT:** The Sponsoring Training Provider undertakes to provide reasonable on-going support during the Sponsorship period.
- **QUALITY ASSURANCE:** The Sponsoring Training Provider will have a direct role in arbitrating in the unlikely event of a participant complaint.

NOTE: Any financial arrangement for coaching support and attendance is entirely a matter for the two parties involved.

New Training Provider

The new Training Provider is required to be proactive, initiate action and follow up recommendations and respond actively to feedback. To this end, the new organisation is required to:

- provide the necessary materials
- provide access to materials and administrative procedures
- comply with the Complaints Procedure of the host organisation
- clearly state the sponsorship relationship in all marketing and promotional materials including the website, where reference is made to their Guild Membership.

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The Sponsorship Process

Each Guild Organisational Member receives a copy of this booklet, and its contents are posted on the Guild's website. Copies are available on request for new applicants.

Once agreement to sponsor has been reached between the Sponsor Organisation and the New Training Provider, both parties are asked to complete the Sponsorship Agreement Forms, by either detaching the forms from within this booklet, or downloading the .pdf file or requesting a Word electronic form.

On approval of completed forms, the new Training Provider will be invited to complete the formal Guild Organisational Membership application process .

As a sponsored Guild Organisational Member, the organisation is entitled to carry the Guild logo on all their marketing materials.

Their graduates are eligible to become Individual Members of the Guild.

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Sponsorship Agreement Form

Sponsor

Name of Sponsoring Organisation

Contact Name

Contact No

Name of New Provider

We have known the organisation's Authorised Trainer for _____ years

He/She has been certified by us for

Practitioner Master Practitioner Certified Trainer

He/She has assisted on the following programmes

Practitioner Master Practitioner Certified Trainer

He/She has trained on the following programmes

Practitioner Master Practitioner Certified Trainer

We agree to enter into a Sponsorship Partnership with the above named New Provider.

We agree to undertake the roles and responsibilities as required by the Guild

We have no hesitation in recommending the above named Training Provider for membership of the Guild.

Signed on behalf of the above Sponsoring Organisation.

Signature

Date

Position

Sponsorship Agreement Form

New Training Provider

Name of New Provider

Contact Name

Contact No

Name of Sponsoring Organisation

I have been certificated by the following organisations

NLP Practitioner:

NLP Master Practitioner:

NLP Certified Trainer:

I have assisted for the following NLP Training Providers:

I have trained for the following NLP Training Providers

I agree to comply with the requirements of the Sponsorship Agreement.

For the duration of Sponsorship I agree to add the wording “Guild Membership sponsored by (Sponsor Organisation)” where the Guild is referenced in my marketing materials and certificates.

Signed on behalf of the New Provider.

Signature of Authorising Trainer

Print name:

Position in Company:

Date



Founder Members

Beeleaf Training

020 8 983 9699 mail@beeleaf.com www.beeleaf.com

Frank Daniels Associates

01773 532195 info@FrankDanielsAssociates.co.uk

John Seymour Associates

0845 658 0654 info@johnseymour-nlp.co.uk www.johnseymour-nlp.co.uk

The Northern School of NLP

01254 824504 admin@nlpand.co.uk www.nlpand.co.uk

NLP North East

017683 51934 nlpnortheast@patterning.demon.co.uk

PPD Learning Ltd

01372 277 123 info@PPDLearning.co.uk www.ppdlearning.co.uk

Pegasus Training

01202 534 250 info@nlp-now.co.uk www.nlp-now.co.uk

Realisation at Stenhouse

029 2037 7723 realatsten@aol.com www.stenhouse-nlp.com

Sensory Systems

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www.thenlpregister.com