



# NLP Practitioner Certification

---

**Call to register:**

416-928-2394

Website

[www.nlpcanada.com](http://www.nlpcanada.com)

Linda Ferguson, Ph.D.



# Registration

We only take registration by telephone. It's an old-school way to protect your information and make sure you know what to expect from the training.

**Call or text 416-928-2394**





# What is NLP?

Neurolinguistic Programming is a practical tool kit for learning and change. It's not a science or a model or a theory. It's a collection of practices you can use to manage yourself, set goals, and connect with other people.

All human beings learn and change by combining what they notice (neurology) with what they think it means (language). People trained in NLP are more self-aware, more observant, and more capable of considering alternate meanings for the information in front of them.

## Self Awareness

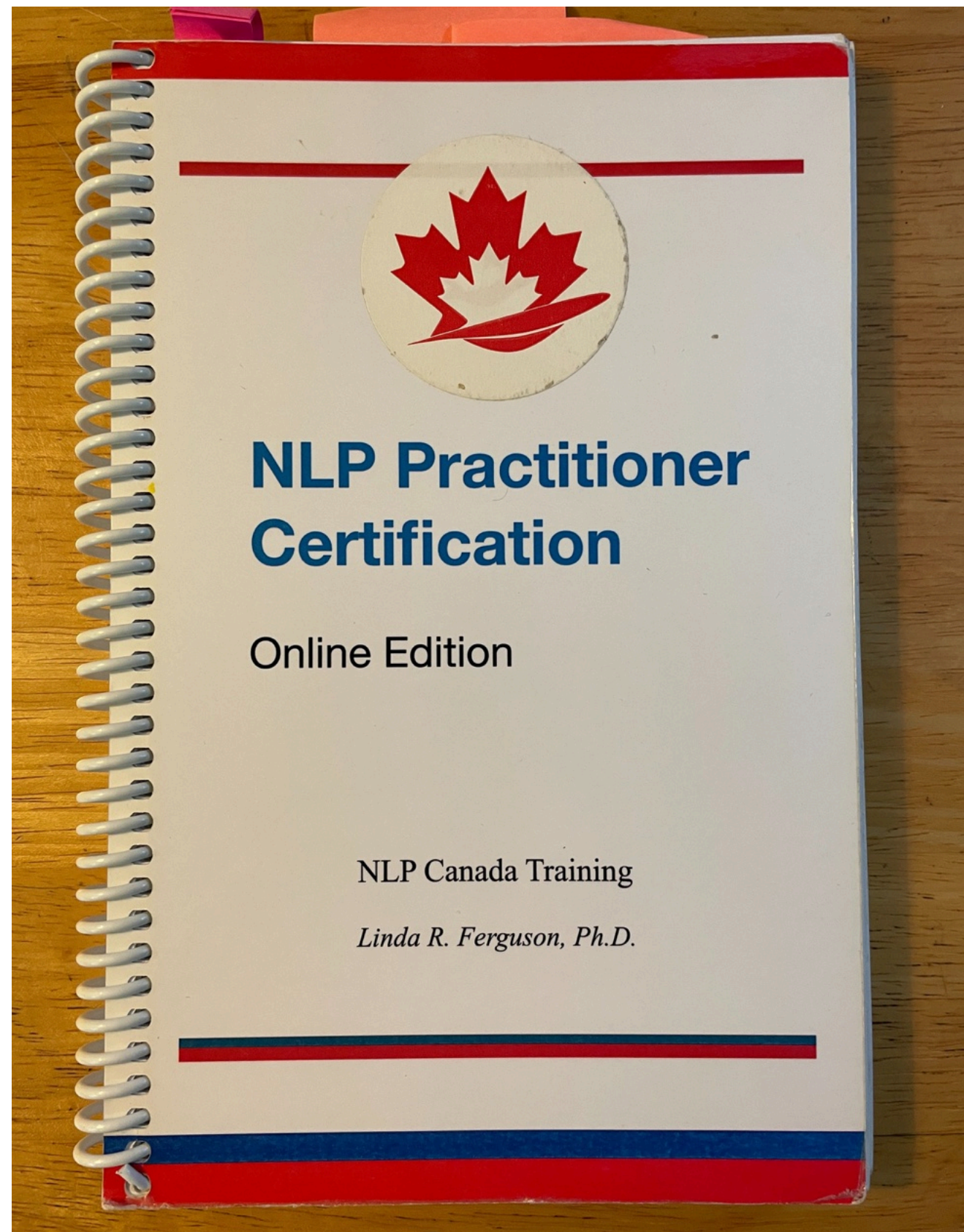
Congruence  
State Management  
Goals  
Values  
Strategies



## Rapport & Influence

Rapport  
Shared Goals  
Pacing and Leading  
Stories & Metaphors  
Agreement





# NLP Practitioner Certification

Our practitioner certification has been adapted to maintain high quality learning states while on Zoom.

As a practitioner, you learn to explore your own feelings, experiences, and patterns while also becoming more accurate in your observation of others.

With better information, you can make better choices about how to build rapport, collaborate or lead. You adapt faster and are more resilient.

It takes time and repetition to break old thought habits and build new skills. The first steps are taken in the 8 days of certification training.

These 8 days are spread over 3 weekends to achieve the best balance of concentrated focus with time to rest and apply what you've learned.

We train in small groups, led by capable trainers and master practitioners who value the chance to practice.





# Why Zoom?



We have heard all the reasons people resist another Zoom meeting. But we are not like other Zooms. We are so engaging, you'll forget you're on the computer.

---

## Convenience

The easier it is to come to a training, the more likely you are to come. We will train you wherever you are and you can always come back for more.

---

## Diversity

It's expensive to travel for training. Now we have people from all over Canada and the United States. We can learn more from our diversity.

---

---

## Intensity

We've fallen in love with the focus in our Zoom sessions. There's just you and your partner in a breakout room, and you'll connect quickly.

---

## Mastery

The lower the cost in terms of time, money, and effort, the more likely people are to return for practice. We want our clients to master the skill set.

---



# Schedule

*All eight days of the course must be completed to earn certification.*

*If you miss a day, you can complete it at a future session.*

All days run from 10am to 5:30pm Eastern

Season	First Day	All Dates
Fall 2024	Fri. Oct. 18	3 weekends: Fri/Sat/Sun Oct 18/19/20 and Fri/Sat/Sun Nov 1/2/3 and Sat/Sun Nov 16/17
Winter 2025	Fri. Jan 24	3 weekends: Fri/Sat/Sun Jan 24/25/26 and Fri/Sat/Sun Feb 7/8/9 and Sat/Sun Feb 22/23
Winter/Spring 2025	Fri. Mar. 14	3 weekends: Fri/Sat/Sun Mar 14/15/16 and Fri/Sat/Sun Mar 28/29/30 and Sat/Sun Apr 12/13
Spring 2025	Fri. Apr 25	3 weekends: Fri/Sat/Sun Apr 25/26/27 and Fri/Sat/Sun May 9/10/11 and Sat/Sun May 24/25



# What will you learn?

Self Awareness	Perception	Communication
Recognize & Change Emotional States	Sensory Acuity	Emotional Intelligence
Manage Stress	Perceptual Positions	Rapport
Set Effective Goals	Framing	Language of Agreement
Develop High-Performance States	Strategies	Stories to Influence Change



# The Benefits of Certification

## Immediate

Every exercise uses your real goals and problems so that you make real-time progress.

Over the 8 days of certification, you can expect to solve problems and develop new approaches to strategic communication.

You can also expect to feel more energy and direct it more productively.

## Short Term

You may find that you are very busy following your certification. The focus and motivation you develop will push you into action.

You will use what you have learned to build relationships, set new intentions, and complete projects. You'll be more able to focus on states and outcomes, and less likely to let other people push your buttons.

## Longer Term

Your life will change so naturally that you might not even notice.

You'll be less prone to conflict and more focused on building agreements.

You will be more confident in yourself and more capable of navigating important relationships. You'll take responsibility for shaping a life you love.







# What will it cost?

Ask about our payment plans.

Individuals	\$1800 ea. + Applicable Taxes
Couples or Groups	\$1285 ea. + Applicable Taxes
Seniors/Students	\$1285 + Applicable Taxes

Does the fee for the course seem like a mountain? Carve it down into smaller steps. We'll work with you to develop a payment plan you can manage. And there are no extra interest charges or fees as long as you make your payments regularly.



# Why NLP Canada Training?

For more than 20 years, we have been working to make NLP better. Where most companies are good at passing on what someone else developed, we're working to improve NLP using the best current information about how the brain, body and mind work together.

## Linda Ferguson

Linda Ferguson has been with NLP Canada Training since 2003, and has owned the company since 2011. She holds a PhD in English Literature and teaches at Sheridan College.

## The Community

Graduates of NLP Canada Training's practitioner and master practitioner certifications connect, collaborate and embrace differences. They work together so everyone gets better.

## The Evolution

Courses at NLP Canada Training are updated about every three years. They continue to evolve using the best information from science and the best practices developed through testing in the community.





# Read all about it

Linda Ferguson has published three books about using NLP to build your awareness, adapt to changing circumstances, and stay focused on what you value and what you want next. Her most recent work is *Shifts: A Toolkit for A Better You*. Order it online from Indigo or Amazon.

## Read in short sections

This book is written in short, useful sections. Skip through the table of contents to find what you need when you need it. Or keep it on the nightstand and learn a little before you sleep.

## Don't trust: Test

Some of our most dedicated NLP practitioners started as skeptics. Test these ideas against your own experience. Don't just scan. Take the time to do the exercises.

## The pieces fit

You don't have to read the whole book to see that it brings together ideas from the Enneagram, narrative therapy, strategic communication and mindfulness. They all form one coherent whole. and they all work best together.

