



NLP Master Practitioner Certification

Call to register:

416-928-2394

Website

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.

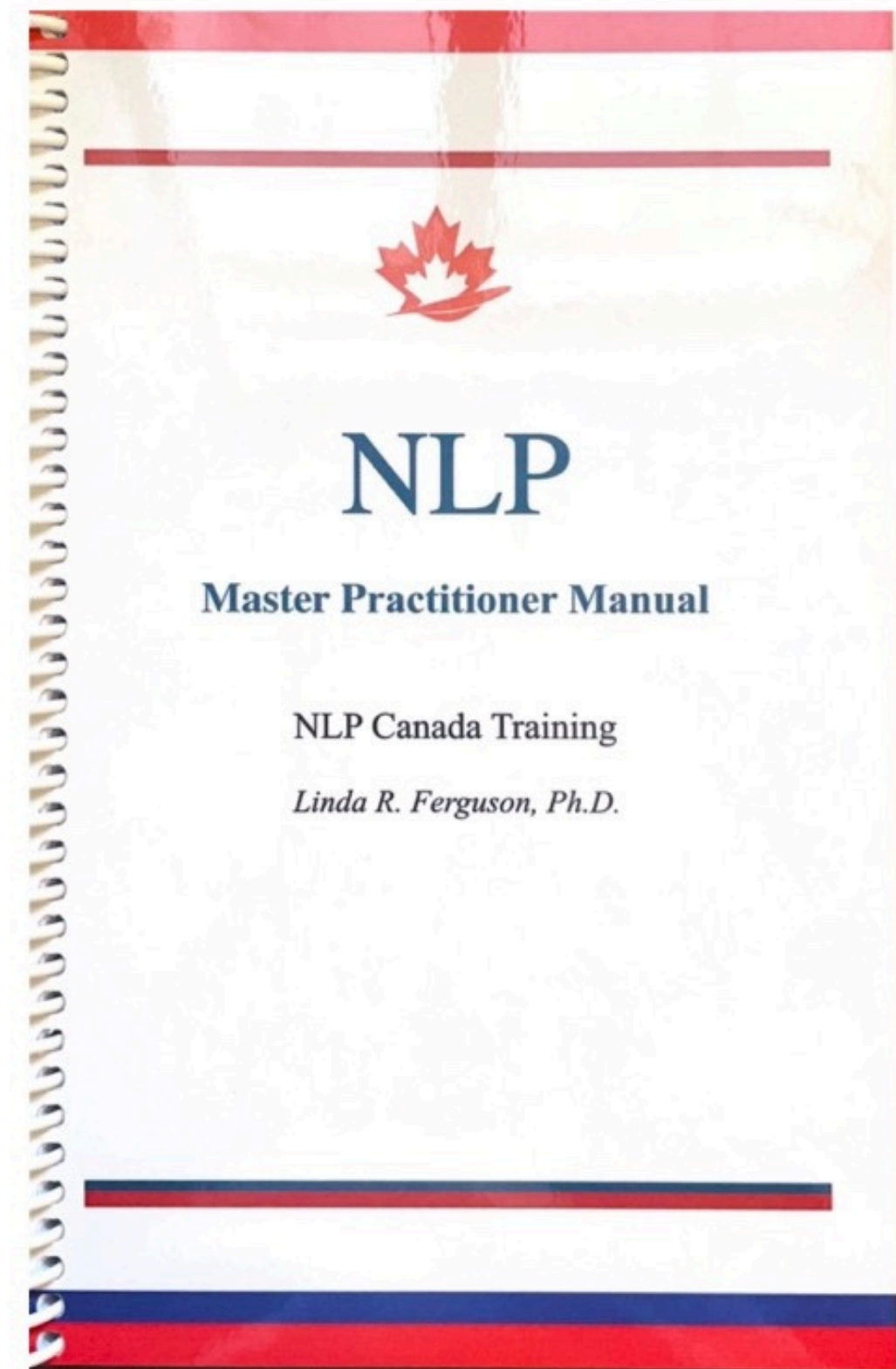
Self Awareness

Congruence
State Management
Goals
Values
Strategies



Rapport & Influence

Rapport
Shared Goals
Pacing and Leading
Stories & Metaphors
Agreement



NLP Master Practitioner Certification

Our Master 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 becoming more accurate in your observation of others.

When you progress to the Master Practitioner certification, you use your awareness of state, purpose and language to build influence.

What does influence mean?

- recognizing the strategies people use so that you can change or replicate them
- telling stories that change the way people think
- managing time so that you achieve your results
- leading others into useful states

This kind of influence means mastering the basic change pattern so that you can adapt to succeed in more situations.



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.



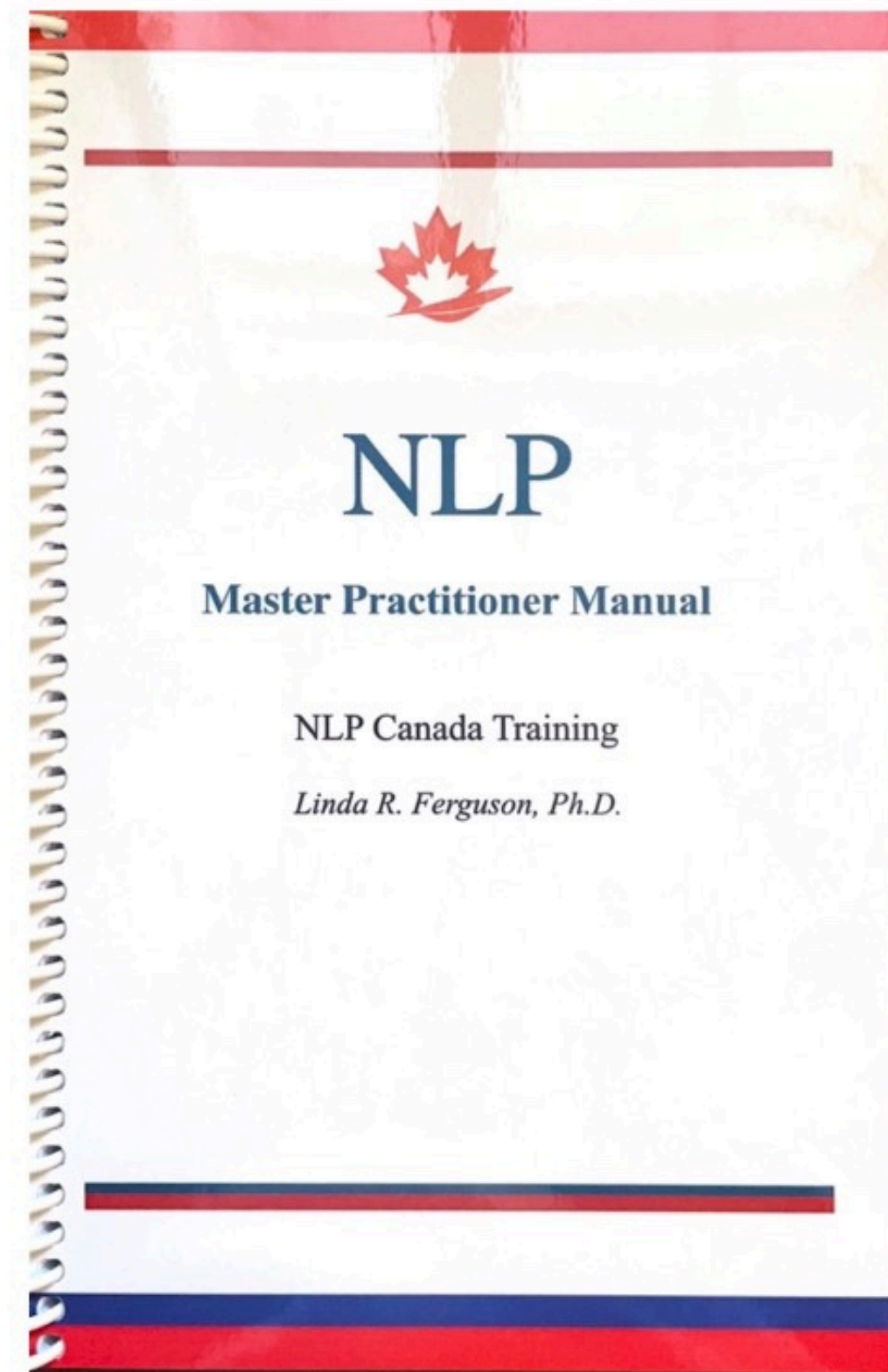
The Schedule

All six 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 10 am to 5:30pm Eastern

Season	First Day	All Dates
Summer 2025	Fri. Aug 15	Fri/Sat/Sun Aug 15/16/17 Fri/Sat/Sun Sept 19/20/21
Winter 2026	Fri. Jan 9	Fri/Sat/Sun Jan 9/10/11 Fri/Sat/Sun Jan 30/31/Feb 1



New! Between weekends

Schedule a private tutorial with a trainer:

- ask questions about how to apply what you have learned
- ask questions about how to further develop skills in strategy, language, and framing

This tutorial is a requirement for certification.

Video record a 1/2 hour session (we can help with the tech) where you use what you've learned in your own way - as a coach, therapist, sales professional, manager or parent.

Be prepared to present your video to the class in the 2nd weekend.



What will you learn?

Self Awareness	Perception	Communication
Recognize Your Patterns	Recognize Timing	Use Metaphor to Suggest Change
Set Up Better Responses	Uncover Expectations	Link Stories to Strategies
Handle Obstacles	Recognize Sensory Based Language	Elicit, Apply & Change Strategies
Integrate Time into Outcomes	Identify Layers of Framing	Frame & Reframe



Master Practitioner Benefits

Immediate

Build confidence by facing difficult situations with stronger states and strategies.

Listen more carefully to hear the frames and strategies embedded in every conversation.

Build the optimism that drives successful living. Nurture your belief that better is possible.

Short Term

Notice more energy when you manage your states and handle resistance better.

Pick up on strategies that you want to replicate or change in yourself and others.

Accomplish more of what you want through persistence, resilience and optimism.

Longer Term

Build practices that become sustainable habits and support a more satisfying life.

Participate frequently in a community that supports your well-being and provides new ways to approach difficult situations

Stop settling for good enough. Make better happen.





What will it cost?

New to NLP Canada Training	\$2300 + Applicable Taxes
NLP Canada Practitioners	\$1800 ea. + Applicable Taxes
NLPCT Seniors/Students	\$1500 + Applicable Taxes
NLP Practitioner + NLP Master Practitioner	\$3100 + Applicable Taxes (save \$500)

Ask about our payment plans.

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.

