

# Neuro-Linguistic Programming for Executives

Intense, Focused Coaching and Advisory Sessions

November 23-24, 2011, Wednesday & Thursday

Kerry Hotel, Pudong, Shanghai

Intense Workshop Sessions composed of

- \* **Active, Engaging Practices**
- \* **1 on 1 Deep Coaching**
- \* **Personal Advisory**
- \* **Follow-up Assessment**

With Daniel Smith,  
One of APAC Region's Top-Caliber Coaches



Mr. Daniel Smith

## Why Should You Participate

You might have heard about how NLP can be a powerful tool for creating change in individuals and organization. And you might be curious how executives, entrepreneurs, athletes, and leaders - people like Bill Clinton, Steve Wynn, Richard Branson, Larry King, Tiger Woods, Steven Spielberg – have used NLP to become more powerful, influential and effective. For more than 35 years, NLP has been at the leading edge of business excellence, effective communication skills, and knowledge management. **And it can help you be even better at what you do too.**

NLP helps you upgrade your communication skills – your Emotional Intelligence (EQ), your interpersonal intelligence and your intrapersonal intelligence. We will be giving you a powerful overview of the field with techniques specifically adapted for Executives that you can try out and use immediately, across areas like **Rapport, Calibration, Metaprograms Precision Questioning, State Mastery, Stress Management, Precision Outcomes, Perceptual Positions.**

In this special program, we will be balancing formal presentations, demonstrations, and experiential exercises, with direct coaching and feedback for yourself and others on your learning and development. Along the way, you will not just learn about NLP, but you will have a personal experience with NLP that you will be able to use straight away to discover why the best around the world are learning and using NLP in their work.

## Target Audience

This event is appropriate for experienced owner/entrepreneur and senior level management including CEO, VP, MD, GM, Principal, Founder, Board member, Department manager, Team leader and other senior executives.



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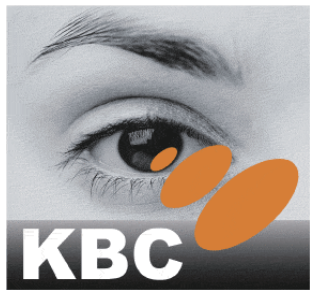
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## Program Outline

### Day 1

#### Module 1: Connection, Charisma and Influence Without Authority

- Add more value and influence into your relationships
- Build deep trust, connection and influence even where you have no direct authority
- Become more charismatic
- Learn five ways to directly enhance your connection with others

#### Module 2: State Mastery: Being at your “best” when you need it most

- When you are at your best, you can do your best work – what if you could be there more often?
- Manage your state in any situation so you can perform at your best when you need it the most
- Handle setbacks, stressful situations and demanding co-workers with elegance and confidence
- Access mental states of excellence – when you can be creative, confident, determined, focused or anything else you desire

#### Module 3: The Three Perspectives that Matter Most in Every Situation

- Get clear about your own outcomes and perspective
- Understand co-workers, colleagues, and clients more deeply and with greater precision
- See, hear and feel what is going on in a situation so that you can get the outcomes that you are after
- Learn a simple method to shift the perspective of those around you

#### Module 4: Developing and Designing Outcomes

- Upgrade the quality of your outcomes, goals and projects
- Help your team focus on outcomes for tasks and projects, big and small, that are meaningful, achievable and over which they have control
- Identify your intentions so that you can get more choices in getting what you really want
- Achieve your targets faster, easier and in a way that still works under pressure and stress



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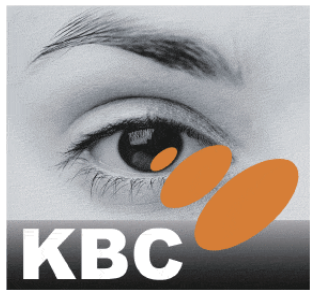
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## Program Outline

### Day 2

#### Module 5: Knowing what is really going on around you

- Give yourself specific techniques to directly shift the way you think and feel about something
- Identify the differences between when someone is telling the truth and when they aren't
- Read between the lines to understand what someone is really saying
- Interview, evaluate and appraise candidates with precision and access to hidden information
- When you assign a task, know whether they will get it done before they even begin

#### Module 6: The Verbal Package

- Learn the specific questions that you can use to find out the information that you need
- Stop guessing: Find out what they actually mean
- Confirm that your team or colleagues understand what you are asking them to do
- Make sure that you clearly understand what you are being assigned

#### Module 7: Metaphors that move people

- Deliberately create metaphors that bypass someone's conscious filters to communicate a specific message
- Create metaphors that support the culture that you want for your team
- With elegance and precision, deliver deep and multi-channel messages
- Undermine metaphors that get in the way of achieving results

#### Module 8: Making it up, Making it happen

- Designing compelling, inspiring and achievable outcomes, goals and projects
- Deliberately direct your attention with precision to identify the obstacles in advance so you can work around them
- Accessing experiences from the past to create momentum, even on a new outcome
- Harness your unconscious to experience more congruence and alignment



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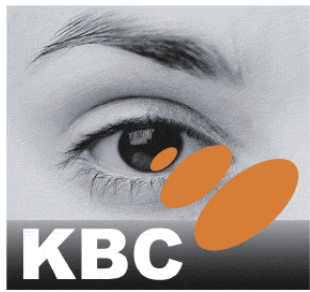
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## Mr. Daniel Smith

- \* Asia's Leading expert on New Code NLP
- \* Director of China NLP Society
- \* Having worked with Anthony Robbins, Robert Dilts, and NLP co-founder, Dr. John Grinder and Richard Bandler



Daniel Smith is the leading New Code NLP Trainer in Asia. He holds five university degrees, including psychology, law and an MBA, after starting his first company at the age of 20, and has studied extensively with the world's best in NLP, including co-founders of NLP, Dr. John Grinder and Richard Bandler, and other leading trainers including Robert Dilts and Anthony Robbins. Daniel has been an Assistant Trainer for Dr. John Grinder and Anthony Robbins and has delivered training across Mainland China, Hong Kong, Korea, Taiwan, Japan, and Australia. His training and executive coaching clients include eBay, Intercontinental Hotel Group, Tesco, Herbalife, EnglishFirst, Merck, General Motors, Heineken, Edelman, TNT China, Globe Forum Business Network, KEDI, Goldman Sachs, Nike, Hexion, etc.

Based with his family in Shanghai, Daniel holds a fourth degree black belt in karate, and is currently a Doctoral Candidate under the supervision of Dr. John Grinder, whose thesis has the working title, "Transferring Expertise".

"I recently attended NLP executive practitioner session conducted by Daniel. I was highly impressed with his in-depth knowledge of NLP, diverse experience and rich educational background. Daniel is great speaker and excellent facilitator. I thoroughly enjoyed the session which was great mix of theory and practice sessions. It was a great learning session in those few days which I couldn't have accomplished in an entire year. I am sure that i will cherish the learnings and my association with Daniel in coming years. I think Daniel has immense scope to add value not only to individuals but also to organizations/teams operating in multicultural environment within China. I would highly recommend Daniel as trainer and coach to anyone who is interested in self/team development!!"

**Vidhu Sharma**  
Asia Pacific HR Director  
Diebold

"This NLP training performed by Dan was the best training ('not one of the best') I have ever attended. The NLP techniques and exercises enable me to look people and events from different perspectives. I enjoyed the whole 5 days training with the classmates. And I have equipped myself with more 'weapons' for my career and even for my life now."

**Victor Yan**  
CFO  
Haas Automation Asia Co.,Ltd

"I like the exercises and practices as they let me experience for myself what each topic meant. (The training) helps me keep reminding myself to view things and events from different perspectives, helps me realize I need to use much more of my sensory systems (and) can help one discover one's only weaknesses."

**Desmond Chan**  
General Manager  
Caterpillar China



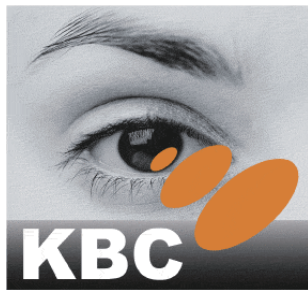
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## Registration Form

Event: Neuro-Linguistic Programming for Executives

Date: Wednesday & Thursday, November 23-24, 2011

Venue: Kerry Hotel, Pudong, Shanghai, China

For more details, please contact Harry Wong @ +86-21-5478 8759 or [harryw@kbcchina.com](mailto:harryw@kbcchina.com) .

Please complete the form and fax back to +86-21-5478 8957.

Company Name \_\_\_\_\_

Address \_\_\_\_\_ Province \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Name (1) \_\_\_\_\_ Title (1) \_\_\_\_\_ Tel/MP (1) \_\_\_\_\_

E-mail (1) \_\_\_\_\_

Name (2) \_\_\_\_\_ Title (2) \_\_\_\_\_ Tel/MP (2) \_\_\_\_\_

E-mail (2) \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Fees

RMB 8,800 per person, including training participation, training material, 2 days' lunch and tea breaks.

## Registration Process

- \* Please fill in this form and fax to us. Your seat will be reserved upon reception of the form.
- \* A payment notice identifying the bank account information will be sent to you for your payment arrangement.
- \* Fapiao will be sent to your office upon reception of the payment. If you need fapiao in advance for internal payment process, please contact Harry Wong @ 86-21-5478 8759.
- \* A confirmation letter outlining the event details will be sent to you one week prior to the event.



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