

## MASTERCLASS FOR MANAGERS, TRAINERS & HR PROFESSIONALS

# 'NEW TRAINING PATTERNS'

**Stimulate behavioural change at work using patterns of influence from the cognitive therapies**

- Learn people change techniques from therapy
- Complement traditional training with cognitive tools
- Make 'learning' personally relevant for employees
- Create sustainability of changed behaviours

### About this workshop

Training doesn't work. That's the starting point for this hard-hitting learning activity. After the excitement of a training event, too much is lost too soon.

Clinical hypnotherapist and corporate consultant Nick Drake-Knight MBSCH presents a series of behavioural change techniques already established in cognitive and clinical fields. Be prepared for a remarkable insight into how people can change behaviour through the use of a few simple (and safe!) change techniques. Nick Drake-Knight is an author & freelance writer, therapist & business leader.

*"Just occasionally, someone comes along who says 'Not only can you do it, but this is how'. Nick, you were great. Attending your seminar was good for the soul."*

**Dominic Robinson**, Fluid Systems UK Ltd

- **Book now by email to [info@ndk-group.com](mailto:info@ndk-group.com) stating your preferred venue & date (tour dates circulated regularly by email)**
- **Delegate places £295 each. Book four delegates and get a fifth place free!**
- **In-house programmes available – ask for details**



*"Thank you very much for Friday, both Julia and I have been raving about the course to our colleagues. We learnt so much from you that we can use in our roles. It is so refreshing to take away new skills that we can actually use."*

**Victoria Parker**, Warwickshire Council

### Workshop Content

#### **Training**

- Traditional methods (they don't work)
- The Model of Excellence™
- New realities of personal performance

#### **Positivity Coaching**

- Ego-strengthening
- The Structure of Well-Done-Ness™
- Can't to Can™
- The But Monster™ & other rapport breakers
- Continue & Begin™

#### **Patterns from Therapy**

- The Emotional Driver™
- Goal directed thinking & Goal Mapping™
- Gestalt maps & chairs
- REBT & CBT techniques
- Metaphors & stories
- Indirect & embedded suggestions

#### **FREE BOOK!**

Delegates get to take away a complimentary copy of Nick Drake-Knight's new book:

#### **'BOOMERANG!**

***Coach Your Team To Be The Best And See Customers Come Back Time After Time***

published by Pollinger, 2007, with foreword by Bang & Olufsen and preface by The Institute of Customer Service (normal price £14.99)



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Training, Speaking**

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