



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# NLP Practitioner Training and Life Coaching Certification

Program starts in April 2023



# NLP Practitioner Training and Life Coaching Certification

## OVERVIEW

NLP (Neuro-Linguistic Programming) is a modeling technology that enables you to achieve your full potential in your and others' personal and professional life.

As the NLP framework suggests, "Everything possible in my models (people I want to emulate) is possible for me to realize; when I understand what they do and HOW they do it (modeling)." NLP is "the technology of human excellence."

NLP is also about studying how people organize their thinking, feeling, language and behavior. This study leads to a powerful change in technology in helping people have new life experiences by changing their mental maps and developing new and more effective behaviors.

NLP began as a modeling technology when John Grinder and Richard Bandler embarked on their work in capturing the patterns of genius in change workers Fritz Perls, Virginia Satir, and Milton Erickson. The result of modeling these geniuses are the excellent models and patterns which have spread globally from the therapy room to the family room and the boardroom.

NEURO: Everyone has established their own unique mental filtering system for processing the millions of bits of data being absorbed through the senses.

LINGUISTIC: We then assign personal meaning to the information being received from the world outside.

PROGRAMMING: The behavioral response that occurs because of neurological filtering processes and the subsequent linguistic map.

## PROGRAM OBJECTIVES

This NLP Practitioner Training and Life Coaching Certification Course aim to empower participants with specific tools and techniques to model excellence. We will focus on the differences between the performance of geniuses and average performers. The core activity of NLP is mapping tacit knowledge onto an explicit model and applications.

## WHAT YOU WILL LEARN

### NLP Introduction

- NLP Definitions, NLP Origins, Epistemology, NLP Presuppositions, Modeling, Perceptual positions

### NLP Objectives

- Setting well-formed outcomes, Levels of learning, Intention, and behavior

### Patterns Identification

- Parts of the mind, Calibration (sensory channels), Sensory acuity, Eye accessing cues, Representational systems, Rapport, Pacing, and Leading

### Personal Excellence

- Types of state, State management, State change, Submodalities, Swish

## PROGRAM SCHEDULE

### Face to Face On-campus

- April 17, 18, 2023
- 8:30 AM to 5:00 PM (2 Full days)

- May 17, 18, 19, 2023
- 8:30 AM to 5:00 PM
- Summary+Practice; Written and Practical exam

### Live Online Sessions

- April 21, 24, 26, 28, May 3, 5, 8, 10 2023
- 8:30 AM to 12:00 PM (8 Half days)

GMT +08) on all dates

## PROGRAM FEE

PHP 90,990.00 or USD 1,820.00\*

\* The prevailing exchange rate at the date of payment may apply.

## YOUR PROGRAM FACULTY



Edwin S. Soriano  
Adjunct Faculty  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



## FOR INQUIRIES:

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#### Anchors

- Definition and principles, Setting anchors, Collapsing anchors, Chain anchors, Circle of excellence

#### Language Patterns

- Language models, Congruence vs. Incongruency, Language presuppositions, Milton model of language, Meta Model of language, The verbal package, Metaphors

#### Logical Levels

- Definition and general view, Identification of internal incongruence, Parts recognition, Parts integration, Visual Squash

#### Reframing

- Definition, principles and application, Betty Erickson's trance technique, Establish the unconscious signal, N-Step reframing

#### Strategies

- Definition and principles, The structure of mental strategies, Mental strategies, TOTE model, Fast phobia, Alignment

#### Timeline Intervention

- Visual Timeline, Spatial Timeline, Changing personal history

#### KEY BENEFITS

- Gain Clearer Direction, Purpose, and Principles
- Develop Leadership and Coaching Skills
- Enhance Communication Skills
- Develop Problem-Solving Skills
- Improve Confidence, Opportunities, and Freedom of Choice
- Respond with Mindfulness to Challenging Situations and People
- Vanquish Doubts and Reinstall Beliefs
- Break Unresourceful Habits
- Reduce Stress and Tiredness; Create Energy and Happiness

#### WHO SHOULD ATTEND

This course is suitable for Business leaders, Entrepreneurs, Startup Founders, Tenured or Early Career Professionals, HR Managers, Teachers, and Coaches, who wishes to achieve their full potential or who's objective is to support others in their change process. There are no prerequisites needed in order to participate in this course.

Specifically, this course is ideal for ...

- Growth Oriented People who mostly wish to have a deeper understanding of oneself in order to generate new ways of thinking and options in their lives.
- Coaches who want to add more effective tools to their coaching processes.
- Professionals who wish to achieve high performance in their field of activity.
- Teachers who want to have more options and resources in their work with students.
- Mental Health Practitioners who want to add different perspectives to their sessions.
- Parents who want to better understand the system of beliefs and values that we develop from a very early age.





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Edwin S. Soriano  
Adjunct Faculty  
Asian Institute of Management

Edwin S. Soriano completed his **Master's** in Development Management from the Asian Institute of Management (AIM) in 2005. And since 2017, Edwin has been coaching Executives for various programs of the School of Executive Education of AIM.

Edwin discovered his calling for coaching in 2007 when he experienced the transformative power of Life Coaching at a rock-bottom time in his life. Since then, he has developed his Coaching toolkit through Co-Active Coaches Training (PSI), NLP Practitioner Training and New Code NLP Practitioner Training (Asia Pacific Council of NLP), Transformative Coaching (Coach Masters Academy Approved Coach Specific Training by the International Coach Federation), NLP Master Certification Training (Sure Success Global) and NLP Global Trainers Training (NLP Academy by Co-Creator John Grinder, Carmen Bostic St. Claire and Michael Carroll, UK).

Edwin leads a team of coaches in Winning Coaching, conducting training, and life coaching for companies needing support in their Mental WellNess programs.



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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice and, ultimately, a Postgraduate Diploma in Management. These credentials lead to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Completing the program earns participants Three (3) units, which can be credited to the following:

- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Human Resource Management

*\*Postgraduate Certificates require five (5) units earned within two (2) years.*

Participants will also earn Three (3) units, which can be credited to the Postgraduate Diploma in Management.

*\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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