

NEURO-SEMANTIC LEADERSHIP TRAINING FOR PROFESSIONAL COMMUNICATOR / FACILITATOR CERTIFICATION (PCF)

Why become a Professional Communicator and add PCF Credential to your Resume?

- Develop your communication skills to the level of professional elegance
- Unleash your leadership skills and potentials as a communicator who sets the frames
- Discover how to groom the talents of others in facilitating their leadership
- Take your listening skills to a whole new level as you listen for silent assumptions
- Learn how to communicate at the required level of specificity for clarity for precision
- Discover how to become inspirational in your communicating
- Learn how to communicate from your best states
- Induce the right states to facilitate the listening of your hearers
- Discover how to facilitate openness, engagement, and care in your messages
- Welcome feedback as an accelerator of your own learning and creativity
- Discover how to discern the meta-levels of frames in others and in groups
- Become an effective change agent individually and with groups
- Become a master at creating and framing the meanings that inspire and motivate
- Discover how to operationalize your grand ideas and give them feet in the real world
- Facilitate the benchmarking of intangibles in your business
- Experience coaching sessions with colleagues and professionals
- Experience benchmarking sessions of your communication competencies

IT'S ALL ABOUT BECOMING

A PROFESSIONAL COMMUNICATOR

I spoke to a senior manager this past week about the Meta-Coach Training System. He was considering attending and sending some of his people to the training. Having read about coaching in numerous books, he was well acquainted with the idea that coaching is primarily a methodology for managers and leaders to communicate more effectively. That was his interest. He wanted to be more effective and professional as a communicator. So when he called, that was the question he applied to every facet of Meta-Coaching that I mentioned, *“How does this relate to communicating more effectively?”*

So with the seven models in Meta-Coaching, as I mentioned each of them, he asked that about each models in terms of how each one contributed to him becoming more of a professional communicator. He asked that about the NLP Model, Meta-States, Axis of Change, Benchmarking, the Matrix Model, Self-Actualization Quadrants, and the Facilitation Model. Later that day during my daily run I took the time to pause and reflect. That's when a realization struck me as never before—it's all about communication.

Meta-Coaching is all about communication—about enhancing, enriching, and empowering your communication skills and empowering you to become a Professional Communicator.

THE SEVEN MODELS FOR BECOMING PROFESSIONAL COMMUNICATOR

The NLP Communication Model is obviously about communication as it specifies the variables of communication—the visual, auditory, kinesthetic, and language components. First you engage in *self-communication* which puts you in states so that then, from those states and the movies you play in your mind, you create your external communications. NLP gives the Communication Guideline: “The meaning of your communication is the response you get.” You never know what you've communicated; the response you get tells you what your verbal and non-verbal messages must have meant to the other person. NLP also opens a person's eyes to all of the multiple dimensions of communication that goes on—to all of the non-verbal messages. Recommended books on NLP:

Introduction to NLP; John Seymour
and Joseph O'Connor

Movie Mind

Communication Magic (on the Meta-Model)

The Meta-States Model introduces self-reflexive communication and the levels of your communications. It distinguishes the thoughts and messages that you have “in the front of your mind” that you say to others and the thoughts and messages “in the back of your mind” that create your frames of meaning which are more typically outside-of-consciousness. That’s why Meta-Questions powerfully help you explore your own frames as well as those of others —enabling you to get to the heart of things. With Meta-States, you can frame, reframe, and outframe and so communication with at higher levels of awareness. Recommended books on Meta-States:

Secrets of Personal Mastery
Meta-States: Higher Levels of Mind
Winning the Inner Game
Dragon Slaying

The Axes of Change Model provides the structure for transformative communication as you talk about your motivations and decisions regarding what you do. And when you want to change things, you communicate regarding the creation of your new idea and integrate it as a new development in performance, person and identity, or direction. After all, a Professional Communicator is a change-agent. Here your conversation, whether with yourself or with others, powerfully influences and persuades the transformation. This gives you a way to create new identities as well as new ways of operating in the world.

Coaching Change, Meta-Coaching, Volume I
Mind-Lines: Lines that Changes Minds

The Benchmarking Model enables you to operationalize your communications. It facilitates the ability to talk specifically and in detail about conceptual ideas or intangible things like leadership, respect, listening, and other skills. By benchmarking behavioral equivalents of your concepts, you are empowered to operationalize your terms and talk in see-hear-feel behaviors. With the Benchmarking model you can now measure precisely what otherwise would be intangible concepts up in the air and seem airy-fairy.

Coaching Change, MC Volume I
Coaching Conversations: MC Volume II

The Matrix Model introduces the systemic nature of communication, the communication loops and how both your *process matrices* (meaning, intention, and state) create and inform the *content matrices* (self, power, others, time, world) that you carry with you everywhere you go. Knowing the matrix of frames that governs your neuro-semantic states, you can now communicate to that matrix for maximum impact.

The Matrix Model

The Self-Actualization Quadrants integrates communication of *meaning* with being able to communicate it in your body and your *performances*. The Quadrants are built out of the two axes of meaning and performance that shows the pathway for synergizing and actualizing your highest and best. Via the quadrants you are able to optimize both dimensions and synergizing your highest meanings and meaningfulness embodying them in neurology for higher level performances. By communicating about these two dimensions, meaning and performance, the inside-and-outside variables of self-actualization, you can

facilitate the *embodying* of your meanings in your physiology. This communication brings awareness to your highest meanings in actual behavior. And when you do that, you synergize your meaning-making powers to congruently walk your talk.

*Unleashed: A Guide to your
Ultimate Self-Actualization
Self-Actualization Psychology
Figuring Out People: Meta-
Programs and Personality*

The Facilitation Model describes communication as a style which differs from the style you typically use when you tell, lecture, preach, story-tell, mind-read, judge, control, pontificate, etc. The facilitation model provides a style of communicating, verbally and non-verbally, that enables you to bring out the best in others. With facilitation skills, you can empower others to discover the critical ideas that enables them to own the ideas as their own. *Facilitation is the art of elegant communication* precisely because instead of imposing your ideas on others, you assist them to discover the ideas that work best for them.

*Coaching Mastery Training Manual:
Meta-Coaching, Module III*

The bottom line—*Meta-Coaching is all about empowering you to become more professional, elegant, and persuasive as a communicator.* Given that communication itself is one of the most important success factors in life—enhancing your communication skills enriches everything—health, well-being, relationships, self-actualization, wealth, etc.

COACHING

METHODOLOGY FOR LEADERS

You lead by communicating. The better you communicate, the better a leader you become. Yet “communication” is not a simple process; it is not simply saying words. It is a highly relational process of communing with another person so that there is a co-union, a co-communion of meanings. So that message-sent and message-received integrate as one. This first step leads to understanding, not necessarily agreement or persuasion, but at least understanding.

Communication also involves levels—high level abstractions of insights, inspirations, visions, dreams and hopes that sets direction and then low level specifications of details, procedures, and processes. To communicate effectively you have to do both. The one inspires, motivates, sets frames; the other communicates with precision and specificity for clarity.

Communication involves listening, *intense active listening*, as well as speaking. It involves recognizing where another person is, what he or she thinks, and able to meet that person at his or her model of the world rather than demanding that others seek first to understand you. This involves the receiving and giving of feedback and following the feedback loops of communication within yourself and others.

Communication also involves emotions—feeling what you believe in and understand. Human communication is not dis-embodied, but fully embodied and so involves physical and emotional states. So as

a leader you need the ability to *induce state* through words and non-verbal gestures. To be a resonant leader (Daniel Goleman) and connect with the emotional reality of followers, a leader has to be emotionally aware and intelligent and able to speak to the emotional states of others.

Then there is *the tracking facet* of communication. “How does this person go from X-fact to Y-inference?” “How does person B come to those conclusions?” “What is the type of logic or reasoning that enables this committee to come to these recommendations?” All of this relates to *the thinking styles* of people that governs the way they interpret things, their psychologies, their lens for their interpretative style.

Communication in the business context for leading and managing is so critical that it makes or breaks success. “People join companies and leave managers” (Marcus Buckingham). That’s true for 80 percent of employees who leave companies. No wonder the manager’s ability to relate and get along with the people who report to them is now one of the intangible values of a company. You can now enrich your leadership style through effective coaching communication. It will enable you to become a self-actualizing leader who facilitates people to unleash their assets of intellectual and creative capital.



CERTIFICATION FOR PROFESSIONAL COMMUNICATOR

Because many leaders, managers, business owners, and entrepreneurs want to learn and incorporate *the coaching methodology* to their communication skills and repertoire, we are now offering this new International Certificate. With successful completion and assessment of competency in the Meta-Coaching series (Coaching Essentials, Coaching Genius, and Coaching Mastery), you will receive the credentials on the certificate under the auspices of the ISNS (International Society of Neuro-Semantics): **Professional Communicator / Facilitator Certification (PCF).**

For leaders and managers who are following *the Self-Actualization series* in Neuro-Semantics, the track is as follows: 1) Self-Actualization Workshop—Unleashing Potentials, 2) Creativity and Innovation, 3) Self-Actualizing Leaders. This leads to the certification of **Self-Actualization Leader (SAL).**

Actualize Your Highest and Best with Neuro-Semantics

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| Modules: | The Meta-Coach Training System Content and Benefits |
|---|---|
| I: NLP Model <i>Coaching Essentials</i> | <p>The “languages” of the mind and how communication works.</p> <p>How we communicate from state to state and induce state via communication.</p> <p>The communication precision model (the Meta-Model Questions)</p> <p>The communication filters of our perceptual lens (the Meta-Program distinctions)</p> <p>Discover a dozen patterns for state management and effectiveness</p> <p>Learn the basic NLP format for modeling excellence through Strategies.</p> |
| II: Meta-States Model <i>Coaching Genius</i> | <p>The self-reflexive consciousness unique to humans.</p> <p>How to get to the communication in the back of the mind.</p> <p>The meta-stating process of setting frames that create our filters and values.</p> |
| III: 5 Coaching Models <i>Coaching Mastery</i> <i>Axis of Change Model</i> <i>Benchmarking Model</i> <i>Matrix Model</i> <i>Self-Actualization Quadrants</i> <i>Facilitation Model</i> | <p>Learn a systematic approach to coaching: <i>How do you know what to do when, with whom, how, and why?</i></p> <p>Experience coaching sessions every day; practice full hour coaching sessions</p> <p>Receive immediate sensory-specific feedback while coaching for shaping your skills and competency</p> <p>Learn a non-therapeutic change model, distinguish therapy models for change from generative change models for healthy people.</p> <p>Learn to use the four change mechanisms and engage in the Dance of Change.</p> <p>Identify the level of change an individual or group wants.</p> <p>Develop the skills for facilitating transformational change.</p> <p>Discover how to operationalize the language and concepts of clients.</p> <p>Conversationally set benchmarks for measuring progress.</p> <p>Ground change and establish metrics for measurement.</p> <p>Learn a cognitive-behavioral and developmental psychology systems model.</p> <p>Discover how to identify leverage points for change in a person’s system.</p> <p>Experience how to “follow the flow of energy” through a Matrix.</p> <p>Accelerate your coaching ability to “get to the heart of the matter” with a client quickly, cleanly, and profoundly.</p> <p>Learn how to diagnose where a person is on the Meaning/ Performance axes.</p> <p>Discover how to facilitate synergy for clients and groups for moving to the self-actualization of Quadrant IV</p> <p>Learn how to set self-organizing frames for making lasting transformational changes with clients.</p> <p>Discover how to facilitate a client in suspending a frame (belief frame, decision frame, identity frame, etc.) that no longer serves the client.</p> <p>Discover the unique coaching skill of facilitation and the dozen meta-processes to facilitate.</p> |

