



media release

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20th Annual Conference Celebrates NLP in Canada

Neuro-linguistic Programming provides techniques for transformative change

Toronto – 23 February 2009 – From April 24 to 26, 2009 NLP experts from across Canada will gather at the Valhalla Inn, Toronto, for the 20th Annual Conference of the Canadian Association of Neuro-linguistic Programming (NLP). NLP techniques provide effective tools for making and managing change. The conference this year includes a two-day course with international NLP leader, Dr. Michael Hall. Registration is open to everyone interested in learning more about the field.

The conference is well-timed, coming at the end of a winter in which many people have suffered rapid, unpredictable changes. NLP experts from a wide range of fields will show participants that techniques for rapid internal change also respond beautifully to people adapting to changing job and life circumstances. "That's why we are promoting NLP. We are helping people in Canada and internationally to learn more about one of the best approaches to expanding human potential," states CANLP President, Jean-Stephen Gendron.

The conference features a two-day course in facilitating change led by Dr. Michael Hall. Hall has published more than 40 books on using NLP to create transformative change. The course will appeal to coaches, managers, parents and others responsible for helping others to generate new possibilities. It's designed to appeal to newcomers to NLP and experienced practitioners.

The third day of the course will feature speakers from across Canada leading sessions in English and French. Topics range from childbirth and health to business issues and interviewing techniques. "Neuro-linguistic Programming is like technology; it evolves quickly and has the ability to enrich our daily lives. To be part of this great experience is to awaken the mind and to transform oneself to one's personal next level" says Jean-Stephen Gendron.

Full details and registration forms for the conference are available online at www.canlp.ca. The conference offers one day and three day pricing for groups and individuals. Pre-registration is required and may be arranged online or by telephone to 1-888-572-0240.

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CANLP is a national association dedicated to the promotion and development of the worldwide practice of NLP. CANLP Members are individual NLP professionals including those interested in NLP and CANLP Institute Members who provide NLP certification programs in compliance to the CANLP Guidelines for Certification and or other programs that utilize NLP applications. **Canadian Association of NLP 1-888-572-0240**

backgrounder

What is NLP?

NLP is the study of human excellence as it is expressed in patterns of perception and behaviour. For more than thirty years, practitioners of NLP have systematically observed models of excellence, identified and isolated patterns in the way those models think, act, and relate, and transferred those patterns to other people.

The term NLP is an acronym that represents the elements of sensory perception (neuro), language (linguistic), and patterning (programming). In NLP training, people become more acutely aware of the way they use their senses to represent reality and of the relationship between perception, language, and performance. This new awareness allows them to more effectively manipulate their own state (of mind and body), change and respond to change, and influence other people.

Around the world, individuals and organizations use NLP techniques to reach new levels of performance. In fields from counseling to athletics, from sales to creative development, and from corporate management to customer service, people are happier, more flexible and more successful when they learn and use NLP. If you have ever wondered what makes the great ones different, then you have asked the questions out of which NLP grows. The answers might surprise you.

One of the most interesting discoveries of NLP is that excellence depends as much on sharpening skills that are within your grasp as it does on innate talent or exceptional luck. The range of achievements within our abilities is almost inevitably far greater than we expect. The difference between where we are and where we want to be is often the distance that lies between our normal efforts and our best efforts. NLP enables those who use it to do more of their best more of the time.

Want to do your best more often? Want to feel your best more often? Want to know what success looks like, sounds like and feels like? Let NLP show you yourself at your best, tell you what you need to hear, and allow you to move forward into a world of new achievement.

Linda Ferguson, NLP Canada Training Inc.

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WORRY FREE AND THRIVING IN RECESSION

A case of anxiety cured in just hours.

Depression gone in just days.

A manager transformed in no time.

A corporation transformed in just weeks and a jump in sales.

A business owner's income boosted by 40% in just months.

In a down economy, when stress, worry and anxiety plague us all, when our jobs are on the line, when sales are dwindling and profits have dropped, what can we do to come out on top? There is a way to free ourselves of anxiety and fear, develop the success mindset and thrive where others will only fail. We can literally program our minds for success.

Neuro-Semantics, the New Psychology of Self-Actualization, is a breakthrough system that allows us to:

- ✓ Take control of our minds
- ✓ Free ourselves of fears and doubts
- ✓ Eliminate anxiety and depression
- ✓ Transform weaknesses into assets
- ✓ Tap into our potential
- ✓ Achieve objectives easily and quickly
- ✓ Fuel performance and sales

A synthesis of the best in psychology, Neuro-Semantics combines NLP with aspects of Cognitive therapy and cutting-edge coaching models, enabling us to become the CEO of our minds and

Neuro-Semantics is like nothing else. Many approaches to coaching are performance-based, meaning that they try to squeeze more performance out of employees by getting them to engage in the right behaviours. In essence, according to this approach, to produce superior results, people simply need to be told what to do. Hopefully they will be able to do what they are told and with a bit of luck they actually will do what they have been told to do.

The secret to producing results is in the mind. Behaviour and results do not come out of nowhere. **Performance is the behavioural manifestation of a person's drives, values, beliefs, mindset, and emotions.** By optimizing and aligning elements of cognitive functioning, Neuro-Semantics enables us to

Neuro-Semantics, the New Psychology of Self-Actualization

program our mind for desired behaviour and results. When what's in the mind is optimized and aligned, desired behaviours and results come naturally.

Trying to change behaviours and emotions without determining what is causing them is like trying to fill a leaky bucket. You can put in all the effort you want, but you won't accomplish much until you get to the root of the problem.

Those who have experienced the transformative power of Neuro-Semantics and NLP have a lot to say:

- The manager of a large company says: "This coaching transformed me. I am a better manager and now I am unleashing the potential of my employees."
- The owner of a corporation says: "This method has done wonders for my company. We have made major improvements and sales have jumped."
- An engineer suffering from anxiety says: "I cannot believe it. In just a few sessions my anxiety and worry are gone. I feel excited about life. It's truly amazing."
- A professional suffering from depression says: "It has changed me so much for the better, and so fast. I am amazed."

The Canadian Association of NLP (CANLP) is committed to helping Canadians thrive during the economic downturn. As part of this effort, CANLP is hosting the 20th Annual CANLP Conference April 24-26 2009 in Toronto. The conference is entitled "Change within Change: Modeling, Meaning & Evolution" and features a two-day certification training provided by L. Michael Hall, PhD., world renowned NLP Master Trainer, co-creator of Neuro-Semantics and author of over 40 books. The 2009 CANLP conference is the perfect opportunity to fuel your personal and professional development and learn how to program your mind for success so you can turn challenges into opportunities.

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***Mindworks Coaching** is personal and professional coaching and training using the newest advanced in rapid change psychology such as Neuro Linguistic Programming (NLP) and Neuro-Semantics to produce rapid results and help clients overcome obstacles, accomplish their dreams and unleash their full potential. Owned and operated in Montreal by David Kynan, Mindworks Coaching specializes in empowering individuals to attain emotional and financial freedom and guiding leaders and companies to achieve superior results.*

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What would it take to make you love writing?

by Linda Ferguson

Most people are afraid of writing. It's hard work; it's frequently not rewarding; and it leaves writers vulnerable to criticism of their thinking, their tact and their ability to persuade. For many people, the downside is more emotionally powerful than the potential benefits. Writing is a necessary evil.

Writing is necessary. It has powerful benefits that cannot be achieved as effectively in any other way. Writing stabilizes experience so that we can agree on what is real, what has been done and what needs to be done. Whether on the screen or on the page, written language gives us a chance to slow down, think, and respond to situations consciously and attentively. So what would it take for you to enjoy the process?

NLP is a set of practices that are brilliantly equipped to make writing more enjoyable. On the one hand, NLP practices allow you to step into the shoes of the people who love to write so that you can be transformed. On the other, NLP practices for influence can charge your writing with new power. It's easy to like writing when you like the results you get from your writing.

The best way to begin is with the difference between the way you feel when you sit down to write and the way you feel when you are at your most competent and effective. Think about how it feels to be in control of the task, to be doing something you know you can do well, to be completely certain of the quality of the results you will get. Now think about writing. You can map the differences between the two states in your body, in your beliefs and in your perceptions. What would it be like to close the gap between the two so that you felt more confident that you could apply your strengths to your writing? NLP practices allow you to imagine that you have what you need to get the job done in your writing and then to make what you imagine real.

NLP can give new strength to the writer and new power to the writing. Writing is an abstract process with tangible results. It involves becoming acutely aware of how the human mind works so that you can accurately trigger responses with only a limited number of words. NLP is the study of how the human mind works to produce tangible results. Its practices are immediately applicable to writing whether you are writing to clarify your own thoughts or to influence the thinking of someone else.

Writing brings sound and sight together: written words are simultaneously the symbols we see and the sounds we hear as we look at them. This gives the writer access to the two most specific

and most widely used sensory systems. The more the writer is able to use the shape of words and sentences, their tone and their rhythm, the more the writer creates an irresistible experience for the reader. What's more, this experience unfolds as internal dialogue so that readers hear the writer's words as if they were their own thoughts.

Clever writing combines specific sensory references with broad generalizations and abstractions. It gets into the heads of readers, and stimulates many different parts of their brains simultaneously. It uses the same words and different words to activate well-worn neural pathways, to build on existing learning and to add new connections and new twists. Through rhythm, repetition and imagery, good writing can create the same deep focus as other trance states. It plants the seeds for action.

What if you could echo someone else's thoughts so precisely that it seemed your thoughts had slipped into their minds? It might sound a little creepy but it's what good writing does. It creates such a deep rapport with the habits of the readers' minds that readers accept what they have read and then repeat it in their speech and actions. You demonstrate this whenever you quote something you read in the newspaper or repeat the punch-line from a joke or a commercial. As a human being, you are brilliantly equipped to notice the signs and patterns of thought in other human beings. You have everything you need to learn to echo those patterns in written language, to build the agreements necessary so that you can make suggestions that stick. Your writing--even when it is ungrammatical or not very elegant--can anchor complicated situations, offer stability, reassurance, maps and patterns of action. It takes all your best effort and it repays that effort by transforming your own thinking and the thought and action of your readers. Writing works. With NLP, it can work for you.

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The Wealth Mindset: How to Profit when the Economy is Down

By: David Kynan

Wealth. Success. Health. Happiness. We all want more out of life. But in an age of stress and pressure that is more competitive than ever, living lives of happiness and success isn't easy. As if things weren't tough enough, the current economic downturn is making things more difficult. What can we do to come out on top?

Although it seems that the odds are against us, there are many who are living lives of fulfillment and will profit even during the recession. What is the difference between those who profit from a recession and those who suffer?

The secret is in the mind.

Those who will thrive during such times choose a mindset that sets them up for success instead of holding them back. To master the outer game of wealth and success, you have to master the inner game first.

What if you had an instruction manual to the mind that would enable you to free yourself of fear and worry, face the challenges of life with resourcefulness and program your mind for success? Well, there is.

Known as the science of achievement, NLP is a system for change, communication and influence that enables us to transform weaknesses into assets, overcome obstacles at light speed and influence with elegance. The tools of NLP, unrivaled in the realm of personal development, make it possible to develop the mindset you need to achieve happiness and success, even in the toughest of times.

It's possible to thrive whether the economy is up or down. Those who do have literally programmed their minds for success. Instead of focusing on all the reasons why they won't be successful, they uncover all the reasons for which they will. They develop a wealth mindset by backtracking from the result they want; they set a goal and ask themselves, "If this is my goal, how do I need to think to get there?" It's called thinking strategically and if you want to succeed, it's much more effective than worrying.

We cannot always control external circumstances, but we can always control our response to them, and it is our response that will determine the results we produce. How will you respond to the economic uncertainty we are facing? Will you devote your time to worrying and saving pennies, or will you find a way to benefit? Even during "tough times" people still have wants and needs. Most interesting is that peoples wants and needs change and new wants and needs develop. This is fertile ground for the seeds of opportunity.

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CANLP :

- Provides opportunities to showcase member experience & expertise
- Creates on-going learning opportunities
- Fosters affiliations among member institutes
- Promotes NLP in the community at large
- Organizes network opportunities through Annual Conferences
- Seeks venues to share ideas in a collaborative, professional environment
- Informs you about CANLP activities & Institute events via monthly e-news update
- Sends regular member updates in our newsletter 'Suppose'
- Publishes a directory of members on our Website
- Provides a user-friendly website, www.CANLP.ca
- Fosters relationships with professional associations of interest to our members

Become a CANLP Member Today!

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**Association
Canadienne de
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neurolinguistique**



L'ACPNL appuie ses membres et la communauté. Elle veille à la promotion et à l'avancement de l'art et de la pratique de la programmation neurolinguistique au Canada

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L'ACPNL

- Offre des occasions de démontrer l'expérience et l'expertise de ses membres.
- Crée des possibilités de parrainage lors des conférences de l'ACPNL.
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- Procure de l'information aux membres sur les activités de l'ACPNL par l'envoi d'un courriel mensuel.
- Fournit un bulletin d'information 'Suppose'
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Canadian Association of Neuro-Linguistic Programming



***CANLP supports and
promotes the art
and the practice of
Neuro-Linguistic
Programming in Canada***

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CANLP ACPNL

ACPNL 2009

20ième Congrès annuel

24 au 26 avril 2009, Hôtel Valhalla, Toronto

LE CHANGEMENT À L'INTÉRIEUR DU CHANGEMENT

MODÉLISATION • SIGNIFICATION & ÉVOLUTION

Notre 20ième congrès et anniversaire

avec un spécial de 2 jours de certification
en PNL & une 3ième journée d'experts conférenciers

Êtes-vous un agent de changement? Aimez-vous aider les autres à changer? Venez nous rejoindre dans la magie de la PNL. L'ACPNL célèbre en cette année 2009, son anniversaire du 20ième congrès annuel. Congrès qui vous donnera l'occasion de partager vos expériences, vos forces, vos aptitudes. Une occasion unique de découvrir les secrets de la PNL, de parfaire vos connaissances en ce domaine tout en établissant de nouveaux contacts et de revoir des collègues!

Vous êtes invités le Vendredi et samedi à un atelier certifiant intitulé «Le changement à l'intérieur du changement», enseigné par Michael Hall, PhD, écrivain de plus de 40 livres et Maître Praticien de renommée internationale. Dimanche, des ateliers sur les applications de la PNL offerts par divers professionnels de la PNL au sujet des champs de la pratique en PNL. De plus un souper gala et une soirée de divertissements sont compris dans le prix de votre inscription. Venez vivre cette formation à Toronto et soyez enrichi par une expérience mémorable! Nous avons créé un congrès faisant appel à tous nos membres aidez-nous, s'il vous plaît à célébrer ce Congrès CANLP 2009 et devez un participant actif, formé dans l'accomplissement du changement.

Pour plus d'informations et pour s'y enregistrer, contactez l'ACPNL au

www.canlp.ca • 450-689-0240

Sans frais: 1-888-572-0240



CANLP ACPNL

CANLP 2009

20th Annual Conference

April 24-26 2009, Valhalla Hotel, Toronto

• CHANGE WITHIN CHANGE •

MODELING • MEANING & EVOLUTION

Our 20th Anniversary Conference

with a special 2 day NLP certification
course & a 3rd day of NLP expert speakers

Are you a great agent of change? Do you like to help others shift? Come join us in sharing the magic of NLP. The CANLP is celebrating its milestone 20th Annual 2009 Anniversary Conference which will support you in making new contacts, expanding your business, networking with potential new clients, sharing your expertise, showcasing your strengths, upgrading your skills, learning from other NLP conference speakers and enjoying personal & professional development.

You're invited to participate in our 3 day CANLP 2009 Conference starting with a Friday & Saturday 2-day certification course entitled 'A change Agent for Transformational Change' taught by Michael Hall, PhD, author of 40 books & world-renowned NLP Master Trainer. On Sunday the conference will put forward a wide selection of various NLP Expert speakers offering their professional perspectives on how they apply NLP to their fields of practice. Also included in your registration fee is a gala dinner followed by an evening of exceptional live entertainment. We created a conference with appeal for all our members – please help us celebrate the 2009 CANLP Conference & become an active participant trained in effecting change.

For more information & on-line registration contact CANLP at

www.canlp.ca • 450-689-0240

Toll free: 1-888-572-0240

**Press Pass for CANLP/ACPNL's milestone
20th anniversary conference is
available upon request.
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