



media release

contact: Linda R. Ferguson, Senior Partner
email: news@nlpcanada.com
Cell Phone: 289-242-5089

Sustainable Influence: Working in Teams and Organizations

New course explores how managers and professionals can make influence work long-term

Toronto – 7 November 2012 – On December 1 and 2, Dr. Linda Ferguson will launch a new course designed to help managers and professionals understand and apply influence within the special constraints of ongoing relationships and organizations. The Five Stages of Sustainable Influence will offer participants a process to leverage their communication skills in a way that supports the longer term and political relationships within organizations.



The NLP (neurolinguistic programming) toolkit is typically applied as though the influencer and the influenced were connected only for the purpose of a particular transaction. It's modeled on the therapeutic relationship where the therapist and client only interact in isolation from their ongoing lives and work. For many people, it's much more important that they be able to exercise influence with their peers, teams or managers. This poses challenges that are both ecological and practical.

Whether you are a manager whose results depend on getting the most from a team, a professional working in a human resource or organizational development role, or a sales professional who depends on long-term relationships, this course will help you become more aware of the possibilities and pitfalls as you apply NLP and other techniques to achieve influence in your organization. The course will feature Ferguson's unique blend of accelerated learning and coaching techniques to allow participants to examine their current processes, model new behaviours and approaches, and anchor key elements into their ongoing work and roles.

Whether you've been frustrated by resistance to good ideas or you are simply eager to maintain your own enthusiasm, energy and focus, this new course has been developed to leverage your skills and experience so you become more effective naturally, quickly and sustainably. The course will be open to anyone already working in a role that demands sustainable influence. It will run Saturday 9:30am to 4:30pm and Sunday from 9:30am to 1:00pm. The cost is \$350 (includes HST). Register by calling Carole at 416-928-2394.

/END

NLP Canada Training is the strongest community of NLP practice in the GTA, and a Canadian leader in developing innovative training in leadership, communication and motivation. We hold monthly evenings to allow our community to gather and introduce new people to more effective ways of thinking about how to build relationships and make changes that lead to tangible achievements. Find out more at

www.nlpcanada.com