Models of Creativity: An Evening with Willard Bond

Singer/Songwriter explores musical creation as model of problem solving and innovation

Toronto – 7 November 2012 – On Wednesday, November 14, NLP Canada Training will welcome NLP Master Practitioner Willard Bond as he leads an evening on how models of musical creativity can be applied to other kinds of problem solving and innovation. For many years, Bond has combined his study of communication through NLP with his song writing and performance. He’ll demonstrate, discuss, perform and engage both experienced practitioners and newcomers to NLP. There is no charge for the event, but donations to World Vision will be encouraged.

NLP (neurolinguistic programming) has its roots in the study of how to transfer excellence from one person to another or from one field to another. It’s been used effectively for more than 30 years to facilitate mentorship, communication and goal setting. Practitioners may also use the techniques to study their own process and results so that they can refine their work and replicate success.

NLP Canada Training’s Linda Ferguson says that Bond’s music exemplifies the most elegant application of NLP. “I love it when a song comes on my ipod that catches my attention, and I realize that it’s Willard. His songs are great at establishing a connection with the listener and using lyrics, rhythm and melodies to get a shift in the listener’s mood or perception. NLP gives us tools for understanding both how the music gets made and how it impacts us as listeners.”

You can hear Willard Bond’s music at www.willardbond.com. You can purchase his CDs there, “The Youngest Man in the World” and “The Happy Trail.” The website also features Bond’s video of “In Flanders Fields,” a moving tribute to the soldiers of World War 1. Proceeds from that recording benefit Veterans.

No registration is necessary for this evening event, but you can contact NLP Canada Training at news@nlpcanada.com or at 416-928-2394 for more information.

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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