



Association for Coaching UK presents "Coaching the Unconscious Mind...For a Change!"

Date: 29th April 2010

Time: 6.30-9pm

Venue: Wallacespace, St Pancras, 22 Dukes Road, London WC1H 9PN
(Tel: 0207 395 1265)

Venue Website (for directions): http://www.wallacespace.com/location_sp.html

Price: £20.00 members (£17.02 exc VAT), £35.00 non-members (£29.79 exc VAT)

Speakers: Tiffany Kay and Kate Trafford

This is classified as a: Coaching skills development - A fresh, original approach to coaching.

You will learn:

This session will provide coaches with a framework for successfully working directly with their client's unconscious processing to assist them in changing automatic behaviours and emotional reactions quickly, easily, comfortably and totally conversationally!

About this event:

You know that your clients have boundless potential; you help them to identify their limiting beliefs; you gain agreement that they need to make changes and for some reason they continue to repeat negative behaviour patterns.... Sound familiar? The chances are that these limiting patterns are outside of their *conscious* control.

Drawing on an eclectic blend of advanced coaching skills, hypnotherapy and NLP, you will discover leading edge techniques to work directly and conversationally with the client's **unconscious** mind, that unseen force that knows exactly how to solve problems and achieve unlimited success with ease.

Aimed at both seasoned professionals and new and aspiring coaches, this session will be delivered in a dynamic and interactive style including presenter inputs, demonstrations and small group work to ensure you have a direct experience and understanding of the techniques and are able to incorporate the skills into your practice with immediate effect. No prior knowledge of NLP or Hypnosis is required.

By the end of this session, you will be able to:

- 1 Why wanting to change, and even conscious awareness of the problem, is often not enough.
- 2 The role of the Unconscious Mind in maintaining habits and in creating effortless change.
- 3 How to identify the key point of intervention for maximum impact ("knowing where to tap").
- 4 How to eliminate the source of the problem – completely conversationally – and have fun in the process!
- 5 How to help your clients stay on track.
- 6 How to support your client's in developing new, life-enhancing habits for the future.

"Promoting Excellence and Ethics in Coaching"

www.associationforcoaching.com

This workshop is eligible for CPD and a Certificate will be given the night of the event. We look forward to seeing you there!

How to Book: This is another very special event, and definitely one not to be missed! Places are limited to 120 people. To book, visit the 'events' section in our website, or through [this link](#). Book early as we expect to sell out!

Once you have successfully booked and paid for the event, you will receive a confirmation email with full details of the event. **Please bring your confirmation email with you to the event to ensure a fast and efficient registration.**

For additional workshop queries, email workshops@associationforcoaching.com
For non-members of the AC, please note that you can save money on this and future events and receive a wealth of other benefits by joining the AC. For more information and an application form go to <http://www.associationforcoaching.com/memb/memb.htm> or email members@associationforcoaching.com.

Speaker Bio



Kate Trafford and Tiffany Kay are passionate about sharing the secrets of easy, enjoyable and sustainable success. They have over 20 years combined experience in the coaching/training field, and joined forces to form *Go Beyond NLP* as the outlet for their shared vision for personal development and self-realisation. In addition to coaching, Kate and Tif run highly regarded certification programmes in Neuro-Linguistic Programming (up to Master Practitioner Level), HNLP Coaching and Ericksonian Hypnosis & Hypnotherapy. They are the training team recommended by the U.S. based founders of *Humanistic NLP™* for the UK and Western Europe.

For further information, please visit www.go-beyond-nlp.co.uk
email info@go-beyond-nlp.co.uk
or call 0845 833 8331

Association for Coaching

Established in 2002, The Association for Coaching (AC) is an independent, not-for-profit body with the goal to advance the profession of coaching worldwide. This includes promoting best practice and raising the awareness, standards and ethics of coaching, with members made up of professional coaches, trainers/providers of coaching, and organisations building coaching cultures.

Don't miss the AC's third book, *Diversity in Coaching - Working with issues of gender, culture, race and age*". This book is part of the successful Association for Coaching series, edited by Jonathan Passmore, which includes *Excellence in Coaching* and *Psychometrics in Coaching*, also published by Kogan Page. Order from the AC website.

To subscribe to the AC Mailing List and receive updated information on events, research and developments within Coaching, visit <http://www.associationforcoaching.com/tact/list.htm>