



# **3 reasons why you should learn NLP techniques**

**Unlock the secrets to bring the zing back in your life**



**zingformation**

# What's in this eBook

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## Accept your emotions

- Answer these simple questions

## Let me tell you a story

- What happens when you run away from challenges vs. What happens when you embrace change

## What is NLP?

- ...and why you should learn it
- How NLP changes the three most important aspects of your life for good
- *Build Self Confidence*
- *Strengthen Relationships*
- *Climb Up The Corporate Ladder*

## NLP is an in-demand skill right now

- ...and will likely stay that way for a VERY long time!

## How to sign up for the NLP Diploma and NLP Practitioner Workshop by Zingformation

**Practitioner course**... and everything else you need to know

- **About Zingformation**
- **About your Coach**
- **Get in touch with us**

# I'll start this eBook by asking you a question.

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On a scale of 1 to 10, how will you rate the overall quality of your life so far?

Go on. I actually want you to open an editor and mark your answer here.

**1      2      3      4      5      6      7      8      9      10**

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Next, I want you to describe life - in general; not just yours - using one word.

**Life is** \_\_\_\_\_

Great! Now that you've recognized and embraced these feelings, understanding the rest of the eBook gets a lot simpler.

When I ask participants in my workshops to rate the quality of their lives, the most common answers are usually between 4 to 6.

When I ask them to describe their lives using one word, the most common answer is - challenging.

We all agree to that, don't we?

Life is challenging. Not necessarily in a bad way. Challenges can be good, too.

“ *In fact, challenges are good and teach you a lot. What makes the difference is how you look at them.* ”



## Let me tell you a story.

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Once upon a time, there was a potato farmer. Let's call him Kisan.

Kisan worked hard at his field all day. In the evening, he'd come home and complain about his difficult life and all the physical labour he has to endure.



One day, a large corporate approached all the potato farmers in his village. They wanted to strike a deal with the farmers. The deal was simple. The farmers would grow a certain type of potato and sell the whole lot to the corporate giant. The company also offered to buy seeds and equipments for the farmers to make their jobs simpler. The money they offered to buy all their potatoes for was better than what they'd make in the market otherwise. It was a fair deal and all the farmers were happy.

Except Kisan.

Working with the corporate giant required him to learn new farming skills. And skills for operating new machinery.



*'A farmer's life is already so difficult. Why add to the problems by taking on challenges that require new skills?' he thought.*

*As you'd have guessed, every farmer in the village signed the deal. Except our Kisan.*

For the next few months Kisan would watch them struggle more than before and pat himself on the back for not inviting more troubles than he already had.

But after some more months, he noticed that everyone was comfortable with the new equipment and farming techniques. They were also happier because they no longer had to worry about carrying their yield to the market and negotiating for a fair price.

Kisan, on the other hand, now found selling his crop more difficult than ever before.

## What do you think is the moral of the story?

Go ahead. Write it down.

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The challenges that Kisan didn't embrace earlier, invited more challenges and became an even bigger problem for him. Had he maintained a positive outlook while the stars were in his favour, his life would've gotten better, too.

## Do you relate to Kisan?

We've all been in a situation like this, at least once in our lives, haven't we?

*We often run away from problems or dodge challenges by convincing ourselves that we're happy with the way things are, simply out of fear.*

And most of the time, we end up wondering, if not regretting, how our lives would've been different if we had the courage to embrace change.

We've all been in a situation like this, at least once in our lives, haven't we?

But we'd all agree. Embracing challenges is always easier said than done.

Change is bound to make us nervous and anxious. Sweaty palms, racing heartbeats and shivering feet when faced with a new situation isn't something that happens only to you. We've all been there.

What separates the successful people from the not-so-successful ones is how you deal with these emotions. How you overcome challenges. And how you maintain your calm through the storm.

The good news here is - no one is born with these skills.



*An even better news is - with the right guidance and techniques, YOU can master this skill. Easily.*

So, what is this technique, you'd ask.

**Let me introduce you to the world of Neuro Linguistic Programming or Advanced Neuro Science. Also known as NLP.**

# What is NLP?

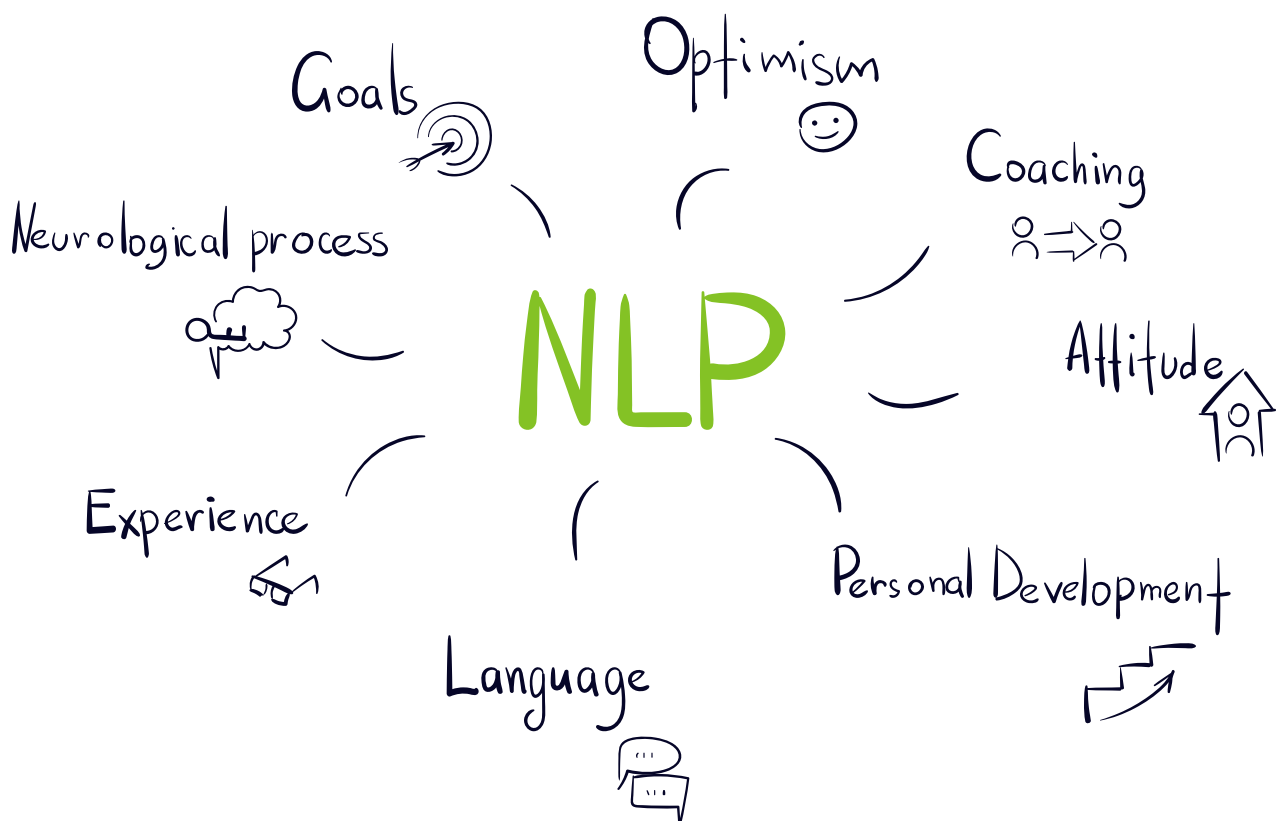
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- NLP is the language of the mind.
- NLP teaches you the precious skills to think, analyse, and come up with the best way to deal with difficult life situations.
- Think of it as using psychology-on-steroids to attack everyday problems.

The best part about NLP is, you can apply it to each and every aspect of your life. Be it personal or professional.

Learning and practicing NLP techniques benefits you in endless ways.

**Let me tell you how it changes the three most important aspects of your life for good.**



# 1. Builds Self Confidence

Does the thought of speaking to the audience give you the jitters? Are you always nervous before a job interview, a date or even a social gathering?

You're not alone.

Did you know that famous celebrities like Jennifer Lawrence, Zayn Malik, Varun Dhawan and even Amitabh Bachchan have openly admitted their struggle with stage fright?

Yet, they've all managed to reach great heights in their professional and personal lives.



*This only proves that with the right help you, too, can battle your inner fears and shine like a star.*

## **NLP techniques help you to:**

- Recognise and accept your fears
- Identify what triggers your nervousness
- Embrace your true self
- Fight thoughts that hold you back
- Become a better version of yourself

## 2. Strengthens Relationships

Adulting is hard. We've all seen how even the simplest of relationships get so complicated as we grow older.

Do you remember how cancelling on a friend in childhood didn't mean the end of the relationship? Or how we weren't constantly worried about making a good impression on everyone we met?

Things change, as we grow older. People you thought who'd always have your back disappear from your lives. And new relationships aren't always easy.

*With so much to deal with, it's easy to get frustrated and blame yourself for your circumstances.*

While there's not much you can do to change what happens around you. What you can change is how you look at problems and issues. Taking control of situations, maintaining a positive outlook and letting go of things gracefully is what will help you thrive.

## **NLP techniques help you to:**

- Control negative emotions
- Look at the bright side of life
- Establish boundaries in your relationships
- Nurture personal relationships that help you grow
- Build meaningful professional relationships
- Make peace of mind a priority



### 3. Climb Up The Corporate Ladder



*Have you spent a lot of time and energy solving a problem at work only to have someone else take all the credit for it?*

How many times have you known the perfect solution to a problem all along. But found it difficult to convince others only because you have problems communicating it effectively?

We all know how competitive and unforgiving the corporate world is. To succeed, soft skills are sometimes more important than anything else. You could have the best education and experience, but if you're not good at communicating and dealing with people, be prepared for a lot of roadblocks on your way.

**With NLP techniques, you can change your destiny in days.**

- Tactfully deal with over-smart colleagues at work
- Not let your dominating manager take all the credit for your hard work
- Build meaningful relationships with clients, colleagues and top-level management.
- Create a healthy work-life balance
- Emerge as a hero

## **Learning NLP techniques is not just great for your inter-personal growth, but also a very in-demand profession right now.**

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We had a student who came to us because she wanted to switch careers. But was hesitant to leave her job because the company she worked for was really cool.

After taking our NLP Practitioner Course, not only did she become an excellent practitioner but also convinced her employer to create a new position for her.

She is now a trainer in NLP at her company and is sharing the secret to success with others around her.

Whether you are struggling with personal issues, looking for a career switch or even wish to start fresh, NLP Diploma or NLP Practitioner workshop by Zingformation is ideal for you.



# Check how the Zingformation workshops transform lives of folks just like you

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Nayana Sawant, a therapist found that she could help patients solve their problems in less than 1/4th of the time taken earlier.

As a result, she could also handle a lot more patients without feeling any stress herself.

All I can say is that Zingformation's training was a memorable experience. I had an opportunity to undergo one of their workshops. The learnings were far greater than expected. Their trainers are thorough professionals with a deep sense of the subject. - **Ruzbe Daruwala**



## Wish to sign up for our NLP workshop for your benefit?

Just fill out this form [here](#) , and we'll get in touch with you.

## Curious to learn more about the Zingformation Workshops?

Head over to our website, [www.zingformation.com](http://www.zingformation.com)

Type your text

## Need some more food for thought?

Check out our blogs for thought provoking articles and practical NLP tips.

- [5 reasons why becoming a NLP professional will give you the career-high you've always wanted.](#)
- [5 NLP tips to take your productivity through the roof](#)
- [Meet your sales target faster than ever before with these 5 simple NLP tips](#)
- [5 tips to pass your NLP training course with flying colours](#)

# About Zingformation

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Reintroduce fun, happiness and passion in your life.

Create the lifestyle you've always envisioned. Do what you love. Learn skills that help you win in life.

Work with a team of experts at the cutting edge of behavioural science. Harness behavioural science, Experiential learning, Neuro Linguistic Programming, Hypnotherapy and Time based Techniques to break free from deep-rooted habits. Combine this with traditional psychology and peak performance techniques from accelerated learning methodologies to achieve super results.

Choose from life-changing workshops that have helped 3,00,000 folks, just like you, turn their dreams into reality.

Get the essence of 50,000 successful workshops, training and counselling sessions for corporates and individuals.

Join us to bring the zing back in your life.



*I would recommend Zingformation to one and all. I was at this juncture when I had to choose whether to continue with my current job as a HR or to take up a new job opportunity in another company as a trainer. But after learning NLP techniques at Zingformation and after they manifested in my work, the current organization I worked for itself created a position of a trainer for me.*

- Anju Pillai

# About your coach

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I am passionate about helping individuals and corporates maximize their potential, through psychological techniques that bring about behavioural changes quickly and effectively.

Having successfully facilitated over 50,000 workshops, conducted training and counselling for over 3,00,000 people across levels & functions, I have been associated with corporates like CRISIL, HDFC Life , Unilever, L.G., Prudential, JPMC, Tata Sky, Deutsche Bank, HDFC, Axis Bank, Kellog's, Pfizer, Bayer, J&J, BSN Medicals, Writer Corp, You Telecom, Reliance, Adecco, General Mills, Cigna TTK, TIAA and a few more.

I prefer an experiential format of training and coaching that engages participants and imparts learning more effectively, especially in leadership, behavioural and soft skills training.

I also offer personal counselling and therapy to individuals for stress management, relationship repair, confidence deficit challenges, phobia cure, de-addiction, academic performance enhancement and other similar issues.



**Umesh Soman**

Master Trainer of NLP

# I am an Internationally Certified Master Trainer for:

- \* Certified Professional Behavioural Analyst
- \* Certified Professional Values Analyst
- \* Trimetrix Index Certified
- \* Neuro Linguistic Programming (NLP)
- \* Hypnosis

I also teach at the India Europe International Business School in Mumbai, and am a trustee of the Association of Neuro Linguistic Programming, India.

## Specialities:

- Strategy Facilitation
- Effective Leadership Development
- Train the Trainer
- Achieving Personal Excellence
- Achieving Team Synergies
- Communication & Public Speaking
- Sales & Customer Service effectiveness

## Get in touch with us

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