



the

HOPE

Symposium 2009

September 19 and 20
Emmanuel College
Toronto, ON

NLP Canada Training Inc.

www.nlpcanada.com

The Hope Symposium

September 19 and 20, 2009

Saturday 10:00 – 10:30: Registration

Saturday 10:30 - 12:00

Mike Murray: The Advantage

Karen Petcoff: Life's a Pitch

Ron Vereggen: Building Your Lighthouse

Saturday 1:30 – 3:00

Kathleen Milligan: Fertile Minds

Maxx Kochar: Lifestyle Management System

Bev Hagerdorn: What do you see if you're standing next to God?

Zoe Pepler: Stories of Success

Saturday 3:30 – 5:00

Andrew Reid: Living on the other side of the finish line

James Perly: The Technology of Hope

Linda & Chris: Mine, Yours and Ours

Sunday 10:00 – 10:30: Registration

Sunday 10:30 – 12:00

Barb Luedecke: More Power to You: The Power of "NLP Plus" in Executive Coaching

Christine Laperriere: Changing Your Perception of Change

Iryna Reim: The Art of the Question

Sunday 1:30 – 3:00

John Dafos: Finding Hope within Bliss

Willard Bond

Al Crossley: Recording Hope in Audio

Mike Verhey: Stalking the Shadow of Hope

Sunday 3:30 – 5:00

Sheri Andrunyk: Helping Other People Evolve (and be) Extraordinary

Mike Murray

Linda & Chris: Hope for Monday Morning

*Visit NLP Canada Training Inc. on the web at
www.nlpcanada.com*

Welcome to the Hope Symposium

We are so very happy that you are here today to share our enthusiasm for making people believe that good things are possible.

Over the past seven years, we have worked together to build a community of people who are interested in NLP and passionate about supporting a richness of life in their own work and lives. Today marks a celebration of that community. We are very proud that we have certified each of the speakers in NLP. We are more proud that we call each of them our friends and colleagues.

Today is the best possible reunion of old friends because it includes new people who share our interest in taking a hard look at hope and noticing when it helps, when it hurts, and how to do it better.

This weekend you will hear from coaches and consultants with many years of experience in promoting human excellence, from counsellors who lead their clients out of dark places, from entrepreneurs committed to building good businesses and from educators determined to make people think, act and feel smarter. It's a rare opportunity to realize that as different as our work may seem, it shares roots in human development. Our work is different, but we have much in common.

Sit back and listen. Sit up and take part. Close your eyes and reflect.

We are so glad you could join us this weekend,

Linda and Chris

Linda Ferguson and Chris Keeler
Senior Partners
NLP Canada Training Inc.

Coming up this fall at NLP Canada Training

September

Sat Sept 26 Introduction to NLP & Ericksonian Hypnosis,
10am to 4:30 pm

October

Sat Oct 3/ Sun Oct 4 Lifestyle Management System, Maxx Kochar,
www.coretraining.ca

Thurs Oct 8 Introduction to Ericksonian Hypnosis 7:30pm - 9:30 pm
Sat/Sun Oct 24/25 NLP Certification 1: Focus on Strengths 9am-6pm
Tues Oct 27 Evaluate Change with Integrated Thinking
7:30pm - 9:30 pm

November

Sat/Sun Nov 7/8 NLP Certification 2: Focus on Learning and Influence
9am-6pm
Sat/Sun Nov 14/15 Ericksonian Hypnosis Certification 9am to 5pm
Thurs Nov 19 5 Steps to Better Networking 7:30pm - 9:30 pm
Fr/Sat/Sun Nov 20/21/22 Ericksonian Hypnosis Certification
9am to 5pm
Sat/Sun Nov 21/22 Coaching Applications of the Enneagram
9am - 5:30pm
Sat/Sun Nov 28/29 NLP Certification 3: Focus on Language
9am to 6 pm

December

Thurs Dec 3 - Focus on Goals (Get a Jump on the New Year)
7:30pm - 9:30pm
Sat/Sun Dec 12/13 - Lifestyle Management System, Maxx Kochar
Tues Dec 15 - Seasonal Celebration - All Welcome 7:30 pm - 9:30 pm

Linda Ferguson and Chris Keeler

Hope for Monday Morning

We check our work in NLP by asking “what do you notice that is different now?”

When we asked a group of master practitioners what they thought the object of the practitioner course was, they told us participants are seeking to recognize the best in themselves and others. NLP practitioners become more acutely aware of what they themselves are experiencing and balance that with a more precise appreciation for other points of view. They practice opening themselves to hope – to dozens of little experiences in which making a difference leads to a new sense of strength or possibility. They learn, through both repetition and emotional significance, that making new connections generates new possibilities.

The two days of the HOPE symposium offer multiple perspectives on how to generate and maintain a sense that good things are possible. While hope is not a strategy, it can generate the dozens of practical choices that lead to good results. As we look back on two days of speakers sharing widely diverse experiences and viewpoints, we notice that every time we connect with someone else’s vision, we open new possibilities in the way we look at our own lives and work.

Linda and Chris will close the symposium by asking the question “how have the connections you have made this weekend changed what you will see and hear and feel as you step back into the world tomorrow morning?”

Mike Murray

Mike is currently the CISO of Foreground Security, where he leads engagements to help corporate and government customers understand and protect their security organization . He is also in charge of the advanced curriculum of The Hacker Academy, where he trains security professionals on the newest methods of computer penetration testing and social engineering to help them better protect their organizations.

Mike has a variety of other diverse interests: he leads Michael Murray and Associates, where he and his team work with organizations to assist them with their human systems, from their organizational design and efficiency to the career paths and development of their individuals. Mike’s thoughts on security can be found on his blog at Episteme.ca, and his work on helping build careers can be found at InfoSecLeaders.com and ConnectedCareer.com.

The Advantage

When you look around the wilderness (or turn on the Discovery Channel), what can you notice about yourself in relation to the other occupants of the globe?

You’re not as strong as a gorilla nor as massive as a hippopotamus.

The cheetah or the antelope would out run you in a second.

You can’t reach the eagle’s highs nor the whale’s lows.

And your teeth aren’t even in the same league as the shark or the alligator.

So how did your ancestors manage not to starve to death? How did you manage to get here?

The answer isn’t “Hope”. But hope and the answer are inextricably linked.... tied together like binary stars.

Karen Petcoff

Karen is an award-winning communicator in the field of marketing communications.

Karen began her public relations career at one of Toronto's largest, most progressive hospitals where she headed up the department during several of the organization's defining moments. As part of the senior executive team, she managed several landmark decisions including the hospital's pioneering business venture that welcomed the first revenue-generating medical retail mall as part of a Canadian hospital and challenged its status as a not-for-profit government agency. As one of the anchor tenants, McDonald's Restaurants of Canada became the first McDonald's restaurant in a Canadian hospital.

Karen helped launch the NBA's Toronto Raptors Basketball team in Canada and directed the marketing communications efforts of Toronto's Air Canada Centre as well as the final game and eventual closure of historic Maple Leaf Gardens. She garnered unprecedented media coverage for a Canadian sports and entertainment facility, and successfully launched the venue's credentials in the entertainment industry. Following her tenure at Maple Leaf Sports, Karen joined Toronto's Thornley Fallis Communications as a senior account director and led a number of major clients including: Nike Canada, TSN, Molson and The Lung Association.

In 2002 Karen launched her own public relations firm where she has represented a number of leading consumer companies as well as smaller not-for-profit organizations.

Interested in the area of high performance and maximum potential, Karen received her certification in Neurolinguistic Programming in 2004 through NLP Canada Training. She is a published writer, sought-after speech writer and presentation coach, and has received international recognition for her public relations work, including three Gold Quill awards from the International Association of Business Communicators.

Karen studies improvisation at Second City and has studied comedy writing at the Humber School of Comedy. When her two teenage daughters don't do their chores, Karen tries new comedy material on their friends. Find Karen on the web at her blog, This just in.

Life's a Pitch

Sheri Andrunyk

Sheri Andrunyk is the President and Owner of Insightful Communications and Women For Women. She generously shares her knowledge and experience gained from 24 years as a successful entrepreneur: 11 of those years she spent as a progressive and forward-thinking franchise owner in the beauty industry

Sheri has extensive training and mentoring in business and direct sales; and has earned numerous awards for personal achievement and staff development.

As a Master NLP Practitioner, Sheri uses Neuro-Linguistic Programming (NLP) techniques to help you create, anchor and reinforce productive, high-impact states.

Sheri is a dynamic, energetic, powerful speaker, trainer, coach and consultant who is focused on her clients and will stop at nothing to ensure they achieve their full potential. A leader like no other, Sheri walks her talk 'and then some'. She leads by example with integrity and commitment in everything she does, and gives 200 percent to you and your business so you have what you need to be the best that you can be.

Helping Other People Evolve (and be) Extraordinary

"We experience HOPE and give HOPE to one another, by the way we 'choose' to live our lives!"

"The ultimate measure of a man (or woman) is not where he (she) stands in moments of comfort, but where he (she) stands at times of challenge and controversy." Martin Luther King, Jr.

In this brief message, Sheri will impart to you her message of HOPE with a very simple, yet powerful acronym: Helping Other People Evolve (and be) Extraordinary. Whether it's being a Mentor, Trainer, Coach, Partner or Parent, she knows that this belief is at the core of every successful person's life – almost regardless of circumstance...

Sheri's invitation this weekend – be your best self and see what you attract – be open and trust that you will get exactly what you need – interact and converse, participate... and be inspired....

& Know that we all walk a similar road with many of the same challenges, and we're here, not to compare, but to share our unique gifts and talents with one another – speakers and attendees alike!

"I can't wait to meet you – please take the time to introduce yourself..."

Sheri

Ron Vereggen

Ronald Vereggen, The Rapid Success Coach, helps people to discover their purpose and unleash their passion so that they are able to achieve a six figure income (and beyond) doing what they love! Ron is passionate about continual improvement and has been studying and refining the success strategies of elite performers since 1992. Over this time he has accumulated an extensive amount of knowledge in the areas of leadership, personal excellence, team building and business improvement.

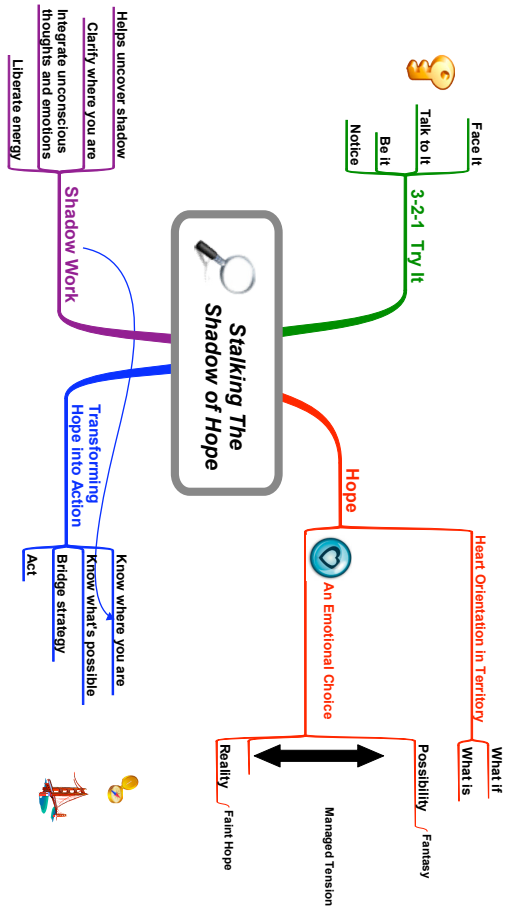
In 2002 Ron founded Rapid Success Coaching Inc. which is a group of life / business coaches dedicated to empowering individuals and organizations by providing a number of services including: Rapid Success Blueprints, Business Mastery Roundtables, Rapid Success Masterminds, Professional Coaching and Rapid Success Bootcamps. He has helped leaders, managers, teams, entrepreneurs and other professionals to quickly rise to the top of their game.

Ron is a Professional Coach trained by Adler International Learning Inc. He has been trained and certified in a number of Rapid Success Tools including Neuro-linguistic programming (NLP), Ericksonian Hypnosis and most recently Be Set Free Fast (BSFF). He also has a leadership and management background in the Information Technology field working for large corporations.

Ron believes that we all have the resources within us to reach extraordinary heights and he shows his clients how they can tap into their unique strengths to earn a six figure income (and beyond) while following their passion. He would be honored to help you achieve the next level.

Building Your Lighthouse

Building Your Lighthouse is about being a beacon of hope for others and is just one of the 9 Rapid Success Strategies that when applied will show you how to earn a six-figure income (and beyond) doing what you love. These are the strategies that the speaker has personally used to achieve a six-figure income climbing the corporate ladder, again as an independent consultant, and again as a professional coach. You will learn how to apply the 9 Rapid Success Strategies to take your personal and professional life to the next level.



Kathleen Milligan

Kathleen Milligan is a practitioner based in St. Catherine's, Ontario, Canada. She was deeply inspired and trained with Eastburn Hypnosis in Denver in 2001. That education was her introduction to quality work in hypnosis and served as an excellent launchpad; she has since gone on to certify additionally as an EFT and Masters NLP practitioner. She established her independent practice, Action Hypnosis, in 2007.

Kathleen serves a wide range of clients in South Eastern Ontario who want to create positive hopeful changes in their lives. She has worked extensively with women around issues of fertility, childbirth, body image, and health. She launch a ground-breaking fertility program which helps women understand and resolve the complex issues that surround fertility, body image, and self-esteem.

Kathleen's mission, is to help people imagine the life they deserve and to guide them to live it. Her work is deeply satisfying, both personally and professionally; the changes she sees in her clients' lives fill her with joy.

Fertile Minds

As any dictionary will tell you, there are two parts to hope. First of all, there is the wish or the desire. Second, there is the expectation of the fulfillment of that wish—you might also call it trust.

Kathleen Milligan works with women who have been diagnosed with "unexplained infertility." Like hope, conception has two elements. Once conception is addressed as a physiological process that also has an emotional/spiritual/psychological component to it, conception rates increase.

Women begin their journey towards creating a baby with hope, but as their continued attempts to conceive fail, the belief that their wish will be fulfilled is eroded. Their process has only half of the hope equation in place. We go back to that original wish and we re-start the journey. Kathleen helps women build hope so that women can build a baby—perhaps one of the biggest things you can hope for—the creation of another human being.

Mike Verhey

Mike Verhey is a Management Consultant based in Mississauga.

His background includes more than 20 years of leadership development initiatives, executive coaching, and business change transformation. He has worked with over 200 Financial Post 500 companies in Canada, the US and Europe. Presently, Mike is working on his Master Practitioners NLP certification.

Stalking the Shadow of Hope

"The liberation of your mind comes from the following principle: reality always depends on how you perceive it. Learn to perceive it more usefully and your world will transform." Richard Bandler, 2005

The term Hope can be interpreted positively, neutrally or negatively.

In this brief talk Mike will be exploring how we view Hope and how through "playing with perspectives", we can clarify our personal understanding of hope and potentially free up energy that might be spent in the shadows.

Alan Crossley

Alan Crossley is a Master Hypnotist and began studying Hypnosis and performing Stage Hypnosis over 25 years ago. He has trained extensively with award winning Hypnotist and trainer Dr. Mike Mandel and through the National Guild of Hypnotists. He is a Master Hypnotist, Neuro Linguistic Programming Practitioner, Certified Reflexologist and certified member of the NGH and RRCO.

In addition practicing as a Consulting Hypnotist and Reflexologist in Courtice, Ontario, Alan also operates an online Hypnosis Download business that provides a wide variety of instant audio mp3 downloads, articles and information at www.hypnosismarketplace.com

Inspiring Hope with mp3s

Learn how to share your NLP knowledge with people by making your own high quality CDs and MP3s. Over the past year, Alan Crossley has been making Hypnosis and NLP recordings for clients and selling online through Ebay, Clickbank and his own site HypnosisMarketplace.com.

Through much trial and error he has discovered what works and what doesn't work when it comes to creating audio recordings that are of high enough quality to sell online. Alan will show you how to avoid the pitfalls of making recordings with the wrong equipment and software, so you can focus on the quality of your content and accelerate the production of your own audio recordings so that you can share your knowledge and information both online and off.

Maxx Kochar

Maxx Kochar is the Director of Community and Corporate Consulting and Owner of Core Training. He is a Nationally Certified Fitness Professional based in Mississauga who provides training in the Greater Toronto Area.

Core Training is recognized by Can-Fit-Pro as a Continuing Education Provider. Maxx helps his clients create custom programs that address their fitness and lifestyle goals. He delivers workshops that prepare his clients mentally and physically so that they can be the best they want to be...powerful and balanced.

After training with Maxx, many of his clients have said that they have realized greater successes at work, been able to focus more and have done better in personal relationships.

Maxx has been in the Mind-Body Fitness Industry for nearly twenty-five years, where he learned from some of the best teachers and trainers in the world. Maxx is a NLP Practitioner and Hypnotist certified by NLP Canada. His programs for complete Lifestyle Management include Fitness, Nutrition and Wellness.

The Lifestyle Management System

Zoe Pepler

Zoe Pepler is a Master hypnotherapist and a NLP Master Practitioner. She is a member of the NGH and the International Medical & Dental Hypnotherapy Association. Zoe specializes in issues of health and wellness. She coaches and teaches programs designed to enhance self-esteem and confidence. With over 20 years of professional experience in the fashion and beauty industry, she has a good understanding of the pressures surrounding body image and weight loss.

Zoe combines the power of hypnosis and NLP with her intuitive caring to encourage her clients to improve the quality of their own unique lifestyle. Her clients learn to integrate their beliefs and intentions with their actions – to create a strong mind/body connection.

Stories of Success

Willard Bond

Chief Instructor and Founder, Safe and Sound

After training for nearly a decade in traditional Karate and other martial arts, Willard was accepted for a six-month training internship at Modern Warrior® Defensive Tactics Institute in New York . There he received several instructor certifications in defensive tactics for civilians and law enforcement professionals.

His main focus since 1998 has been teaching women's self defense, and he's been an active member of the Association for Women's Self Defense Advancement (AWSDA) ever since.

Willard is also an accomplished musician and a Master Practitioner of NLP.

John Dafos

John Dafos is a Toronto-born educator, with ten years of teaching experience working with students of different age groups to help them get to the next level academically. He currently is completing a contract at an inner-city middle school in south Scarborough, ON. He successfully integrates many of the principles of NLP into his teaching to help his students reach their goals and get past their blocks.

He is currently developing a tutoring company called GiftEd Learning that will incorporate NLP, Accelerated Learning, brain-based teaching. The preliminary website is www.getgiftednow.com and is still under construction.

In addition to teaching, he is also a writer and is currently working on a collection of short stories that take elements of magical realism, the supernatural, and character portrayals that often draw on his Greek upbringing. His blog is www.johndafos.blogspot.com.

John is a Master Practitioner of NLP and a practitioner in Ericksonian Hypnosis through NLP Canada.

Finding Hope within Bliss

Through a series of (hopefully humorous or humourously hopeful!) stories, John will explore the hope that can be inspired in students who think that they're not "smart enough," who "aren't good at learning," and who think all teachers are "out to get them." Being flexible in your approach and leaving a lot of room for audacity when necessary will be a few of the themes that he will touch upon.

John Dafos will be teaching at Bliss Carman Sr. Public School this fall

Bev Hagerdorn

Bev is an NLP Master Practitioner, Certified Crisis Interventionist, Certified Crisis Prevention Interventionist & is a skilled Counsellor & Adult Psychologist. She works as a Youth Services Worker in a homeless shelter for youth from the ages of 16-24.

While the aforementioned "pieces of paper" were encouraged by the world, as the world likes "pieces of paper," Bev has been honing & sharpening this gift since she was 1 1/2 years old. She has insight, intuition & wisdom. . .and an ability to focus under intense pressure, unfavourable conditions, misunderstanding & rejection.

Most importantly, she is the Mother of Brynn – the keeper of all wisdom & a leader in her own right. Brynn is the source of all the best stuff Bev brings to the table. For she was sent as a gift – to lead & light the way.

What do you see if you're standing next to God? A Fifth Position Shift

"Hope is a place to start. It doesn't fix everything. It doesn't solve everything. It just gives us a place to start. That's what hope is."

Robin – homeless youth

"Hope is a reason to grow old, a reason to believe that everything will be okay, that my life can be better everyday. Hope gives me the ability to be better & relax."

Patrick – wise & wonderful

"The hunger for Love is much more difficult to remove than the hunger for bread."

– Mother Teresa

What if...everything that happened in your life was not someone else's fault?

What if...everything that happened in your life was not your fault?

Then we would be left with...

what is... what is not...and what we're going to do about it.

What if...the shoes at the Dock of the Bay were yours? And they were filled with all that you, personally, needed? And they fit...because they're yours? Most importantly, what ifno one was coming to save you?

This is a theory of Total Self-Responsibility that works for me & that I teach to others by way of example, in my own family & in my work. There is tremendous power in being able to STAND UP!, on our own two feet & take on the messiness of being human & the wonders of this world. It's a theory. A way of thinking.

Andrew Reid

Big Fish Interactive founder Andrew Reid is the prototypical big fish in search of deeper, wider seas to explore. He began Big Fish so that he could invite others to share his passion for exploration, business relationship and innovation. He attracts strong swimmers who know when to move with the currents, when the tides are turning, and when to swim upstream. Andrew has worked as a senior management consultant with clients such as Teranet and Effem-Mars Inc. for over 7 years. He has also specialized consulting with rapid growth technology clients since 1991.

Today, Andrew's desire to make the workplace an optimized experience is the current that drives every training program Big Fish delivers. He makes it inspiring, relevant, and fun to Think Outside the Bowl™.

Andrew learned how teams move fast as a member of Canada's International Dragon Boat Team in Sweden in August 2000 where that crew surprised the Euro locals with a 500m win. Today, Big Fish Interactive sponsors its own dragon boat team that is on its way to becoming the fastest in the country. They rely on tenacity, teamwork and a focus on winning. Andrew brings his fierce, competitive racing edge to clients in helping them find their own new competitive edge through their people.

Living on the other side of the finish line

Most people I meet who are focused on goals place their thoughts and energy on what needs to happen leading up to their goal. They name the goal (the finish line) and then either build a detailed step by step strategy of how to get there, or set a less defined plan of some of the new behaviours they will need to do for a successful outcome. Makes sense and pretty straight forward; identify a goal and build a plan.

But what happens when the new goal is so different (and fun and audacious) that they can't recognize their life having achieved their new dream? Consciously, a wonderful new goal or dream is all positive and hopeful but sub-consciously, it may not resonate. Strategy is overrated if the new experience on the other side of finish line has not been clearly identified.

On September 19, I'll speak about personal and professional results using NLP techniques to apply hope and conviction in experiencing goals such as working at a Scottish castle, taking on the world in international sports, influencing company-wide change, and living in possibilities on the other side of the finish line.

Iryna Reim

Principal, Reim and Associates

A Learning and Organizational Development specialist with more than 20 years of corporate experience, Iryna's practice focuses on Leadership, Innovation and Change. Her passion is to help organizations build competitive advantage through leadership that fosters personal best in others.

She has worked for organizations such as Royal Bank, Bank of Montreal, Schulich Executive Education and most recently as the Director of Learning and Organizational Development at DundeeWealth Inc. in which she established the employee and organizational development function.

As an independent consultant and executive coach, she has worked with clients including organizations in financial services, education, manufacturing and more. She has won awards for her work including the coveted GOLD award from the Canadian Society for Training and Development in 2008 for the Leadership Foundations program. She is a published writer on topics relating to Leadership and OD.

Iryna is a graduate of the Masters of Arts in Leadership and Training at Royal Roads University, holds an FICB (Fellowship, Institute of Canadian Bankers) designation and a CEC (Certified Executive Coach). She has taught in executive development programs at Royal Roads and currently teaches at Sheridan College's Business School.

The Art of the Question

We live in a world filled with opportunity, ever increasing new knowledge, diversity and problems and challenges so complex they require a new way of thinking, a new way of questioning. In this talk Iryna will explore the 'Art of the Question' and its inextricable role in creating deeper understanding of one self, our humanity and the world around us.

Christine Laperriere

Christine Laperriere is currently managing partner of Leader In Motion, a performance improvement company. Within her current scope of work she helps sales executives and management teams integrate process into their regular sales activities. In addition to selling complex solutions to businesses, she is often found facilitating training programs, workshops, and creative brainstorming sessions and coaching clients through private sessions.

Christine holds an undergraduate and master's degree in mechanical engineering and a six sigma quality black belt certification. Christine has completed a neuro-linguistic programming certification with the efforts to better communicate and coach clients through making behavioral changes within their professional lives. She looks forward to eventually coaching clients through personal challenges as well as business and career related challenges. Please feel free to look up Christine Laperriere at www.linkedin.com and add her to your network to stay connected.

Changing your perception of change

How well do you prepare for expected changes in your life? How well do you handle changes that you didn't expect? Many people agree that change is an inevitable fact of life. Some changes are inspired by our own desire to advance and others are forced upon us due to extenuating circumstances. Many agree that frustrations, fears, and anxieties surface as we undergo change.

Christine plans to share a few humorous stories about changes she's faced recently, tools she's utilized to manage these changes, and how she's managed to navigate a challenging time with a smile on her face (most of the time) and successful results to boot! Her stories will hopefully inspire you to reflect on how you've managed change in the past and revisit strategies for future change.

James Perly

James Perly is the founder of the Perly Consulting Group.

James entered the world of business at the age of 22 when his father passed him away and left him the family business, Perly's Maps. He successfully sold Perly's to Rand McNally Canada in 2004 and began James Perly Consulting with the help of a friend who had been in the business for more than ten years. He currently focuses on overall brand and strategic management, as well as large client services. He also serves on the board of advisors for Profit Magazine.

James is a practitioner of both NLP and Ericksonian Hypnosis. In addition to his entrepreneurial skills, James is a masterful business coach who regularly makes time to inspire young people.

The Technology of Hope

Chris Keeler

Chris Keeler is the founding partner of NLP Canada Training Inc. and with training partner Linda Ferguson, host of the HOPE Symposium.

Chris is a gifted and charismatic trainer and coach who has been working in neuro-linguistic programming for almost fifteen years. He founded NLP Canada Training in 2000, after the death of his mentor, Derek Balmer (who trained with John Grinder and Richard Bandler and was one of the first people to bring NLP to Canada). Currently, Chris is busy with new challenges, but he still participates in most practitioner trainings and some evening and weekend events.

Chris has used NLP to create success in fields that range from professional beach volleyball to education and marketing. His practice of NLP involves heightening sensory awareness to gain access to more information about leverage points for growth and change. He can often help individuals to achieve generative change as quickly as they can think through the patterns. Learn more about Chris at his Linked In profile.

Linda Ferguson

Linda Ferguson is Senior Partner, NLP Canada Training Inc. She and Chris Keeler will be hosting the HOPE Symposium.

Have you ever lost track of time listening to someone tell stories? Linda Ferguson is blessed by a fine ear for stories. Linda began coaching and teaching while she was still a young teenager; her career has included a doctorate in literature, post-secondary teaching, business writing, and storytelling. She is passionate about the way that stories enter our lives, shape our perceptions, store our wisdom, and change our actions so we can change our world.

Linda Ferguson believes that human beings learn and function most effectively in connection with other people. She is a coach with a finely tuned ear for opportunity and a delight in leading people safely through change. Linda is also an extraordinary storyteller with a gift for building metaphors that support individual and group transformations.

A graduate of Trent University, the University of Western Ontario and the University of Toronto, Linda has taught at post-secondary institutions, written for business and trade publications, and developed customized learning experiences for people of all ages. Linda is currently responsible for the day-to-day management of NLPCT inc. and develops courses in NLP, language, metaphor and influence.

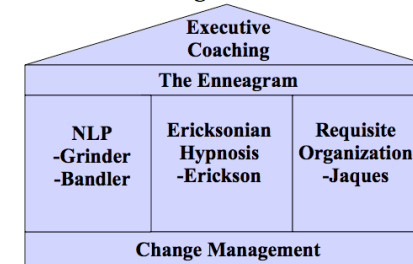
NLP Plus... Successful and Enduring Change

- A **5** vice-president needed to become more assertive with a **7** boss
- A **3** vice-president needed to become more patient with a **9** boss
- A **7** director needed to become more organized with a **5** boss
- A **5** director needed to become more action-oriented with a **3** boss
- A **7** S-VP needed to explain his style to his Senior Mgmt Team, mostly **3's**

Barbara Luedecke+ Associates

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NLP Plus: Successful Executive Coaching, Transforming Individuals, Groups and Organizations



Barbara Luedecke+ Associates

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Open Frame

- **Questions?**
- **Comments?**

Barbara Luedecke+ Associates

12

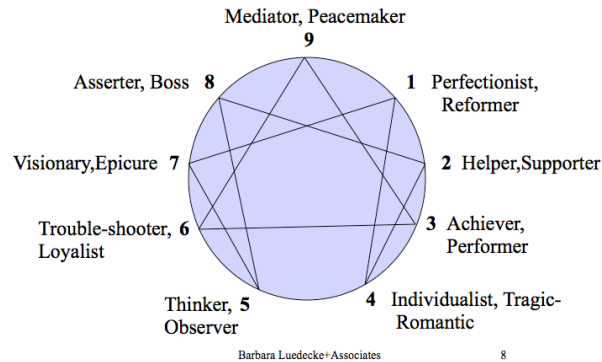
The Enneagram

- A model of 9 lenses/trances by which humans adopt/adapt to their world
- Aids understanding of deep, and likely unconscious, thought and behaviour patterns
- Provides explicit suggestions as to how resistance, stress and growth can be managed successfully for the style
- Allows a well-trained coach to recognize his/her own likely conscious and unconscious biases and motivations
- Allows for continued maintenance of trust, respect and rapport with, and for, the client

Barbara Luedecke+Associates

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The Enneagram



NLP Plus...

Case Studies of "Sent and Resistant" Clients

- A 2 Director of IT---needed to push new IT system in a partnership
- A 1 long service manager--- temper with peers, hostility, anger towards upper management
- A 3 marketing director---temper, tears and paranoia
- A 3 nursing director---pushing her staff too hard
- A 7 VP and a 3 President---too much multi-tasking

Barbara Luedecke+Associates

9

Mine, Yours and Ours

Among other things, NLP is the art of noticing the difference that difference makes. When one person makes a choice or a change, it creates a chain of difference. Linda and Chris will be exploring the small choices and chances that led them, separately and together, to work together and then to create the HOPE symposium. You will find out a little about how we got here and a little about how you got here, and you will begin to notice the way that our choices have been woven into your choices.

Along the way, you'll notice that sometimes we seem to be telling a single story, and sometimes we seem to be telling different stories and there may even be times when we seem to be telling your story. You may find that it is sometimes hard to distinguish where the two storytellers are the same and where they are different. You will become aware that difference creates stories and that sharing stories creates the sense that we are not so different after all. You will start to know that you are already part of their stories and their stories are already creating differences that will make a difference in the way your own story develops.

Hope is believing that difference brings the possibility of good things. Enjoy finding out how two different stories came together to generate HOPE.

Barb Luedecke

Barbara Luedecke, Ph.D., CMC is president of Barbara Luedecke + associates. Prior to re-entering private practice in 1996, Barbara was Partner-in-Charge of KPMG's Toronto Change Management Practice. Before joining KPMG in 1984, she ran her own management consulting firm, which followed a number of years with Ontario Hydro in the personnel research and management identification areas.

Barbara's doctorate is in Industrial/Organizational Psychology. She is registered as a psychologist in the Province of Ontario and is a Certified Management Consultant.

Barbara specializes in executive feedback and coaching, the facilitation of strategic planning sessions, performance management, organization design/ effectiveness, and change management strategies. Her experience also includes management assessment, training, and employee surveys.

More Power to You: The Power of “NLP Plus” in Executive Coaching

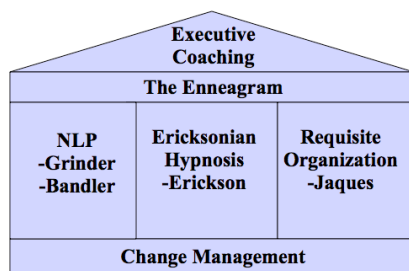
Do you want (are you willing) to:

- Experience fast, efficient and powerful ways to get clients to achieve their desired outcomes and behavior change?
- Challenge (change) your own model of the world (and coaching) to explore becoming even more powerful (efficient, unique, informed) as person and as a coach?
- Experience a comprehensive model for successful executive coaching?

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2

A Successful Model for Executive Coaching



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3

NLP (Neuro-Linguistic Programming)

The study and modeling of excellence, applied as personal change techniques for individual, group and organization change.

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4

Ericksonian Hypnosis

The use of superior communication patterns, including metaphors, stories, and trance to enhance personal skills, capabilities and resources.

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5

Requisite Organization

Ref. Elliott Jaques, 1996

- Based on 50 years of research...culture-free, gender-free
- The combination of system/organization design, role clarity, matching people to role and “felt fair pay”
- Allows the release of individual energy to function in an accountability structure with maximum efficiency, effectiveness, harmony, and creativity.

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