



IANLP Bulletin 2007-1

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Superior qualifications of Fellow Member Trainers IANLP



Shelle Rose Charvet (with Interpreter) at NLP-Worldcongress in Berlin

During the past year a frequently discussed subject has been brought to IANLP's attention: "Why does IANLP make a distinction between 'NLP-Trainer' and 'Fellow Member Trainer'?" and, "What are the consequences deriving from this distinction?"

When discussing these questions it is necessary to understand the early days of nlp and its development and to appreciate that today's status of these certificates vary from country to country.

I would like to briefly elaborate on how I experienced the earlier development of nlp and to share my views on the differences of the two titles.

A rapidly growing network...

If one were to conduct a study and list the world's fastest growing networks of the past 30 or so years, I would not be surprised to find nlp on this list. As it is, most probably none will ever know!

A rough estimate of the proliferation of nlp: 20 years, 80 countries, 2 – 20 schools per country, 20 – 200 students per year/school. At least 50% of the students can be expected to use nlp-methods in their professional and private context, where they will touch another 10 – 100 people each per year! There must be some 2 - 5 millions of people who were exposed on a conscious level to 'nlp' and many more have benefited from the methods without even knowing. This is a fact and we can be proud to be an active part of this rapidly growing network.

...is getting out of hand

It is also evident that NLP has long ago gotten "out of the hands" of the originators. And this, in fact, is very beneficial for all of us. NLP has no ownership, it has no license-fee connected to it, there is not even a common standard for all those who are working under its flag.

However, one disadvantage (amongst others) of this rapid growth which the originators soon found themselves confronted with, was the question of how to control quality. In the early days, whoever passed the nlp-trainer training was automatically entitled to teach nlp and pass out certificates. In countries with rapid growth (like Germany, Switzerland and Austria) the problems which derived from this development became evident in the mid 1980's.

Proud
to be
NLP



Ueli Frischknecht
Gundl Kutschera
Participants

Trying to control quality

I remember very well the day, some 20 years ago, when my partner went to a NLP Internationals trainer training. Some 35 students attended. All of them were eager to receive trainer degrees, many of them already planning to open their own nlp-school at home. On the first day Marian and Ed Reese came on stage, disclosing that Richard Bandler and they themselves had decided to add another step to the nlp-study before giving the permission to pass out certificates. This created quite an uproar amongst the participants! The following year yet another step was added and the certificates were no longer attestations of attendance but rather became true certificates of competency. So out of 20 students one or two would fail to pass.

What had happened? Richard, Marian, Ed and other trainers of their network had simply noticed that in order to keep up quality they had to make a distinction between somebody who had passed nlp-trainer training and somebody who was able to teach nlp. Hence, in order to ensure quality of their network, they had to take action. .

Unfortunately, Richard, who certainly was the leading person of his network, was not a networking-person. He did not manage to build and support a worldwide quality network. Today, we must admit that he failed in his attempt to attain worldwide recognition and create a trademark for certifying high quality and ethical training with his 'Society of NLP'.



Gundl Kutschera

"Change your life and keep the change!"

This world famous title of one of Connirae and Steve Andreas' books can also be applied to the nlp-network itself.

Many nlp-country associations understood the benefits of making a clear distinction between nlp-trainer training and nlp-teaching trainer. So they kept and even further developed the idea of additional educational steps following the nlp-trainer training. Today, in most countries where nlp has become a mark of professionalism in the field of adult communication training, we can find this distinction.

As an additional benefit it was soon realized that this distinction made it much easier to 'sell' the nlp-trainer training to a person who did not want to teach nlp, but rather preferred to pursue implementing the tools of nlp in her or his professional behaviour.



Gundl Kutschera

And how about IANLP?

Having been founded in 1983, IANLP kept the 'old' way until the year 2000 when all the accumulated European experiences got integrated into new IANLP-curricula. At that time, the German nlp-association with more than 1000 members had become the largest professional member association of their country. In Switzerland and Austria the development and the status of nlp was documented and acknowledged by initial recognition through their respective educational authorities. Using this know-how, we envision a future where nlp shall be an accepted and integrated method in official education, IANLP decided to change curricula in some aspects in order to further the acceptance by the professional community without sacrificing some of its strong features, such as the 'hands-on-learning'.



Ray Wilkins

NLP-Trainer and Fellow Member Trainer IANLP

IANLP wants to make a clear distinction between 'NLP-Trainer IANLP' and 'Fellow Member Trainer IANLP'.

A 'NLP-Trainer IANLP' is a person who has successfully passed the nlp-trainer training as described in the curriculum. The nlp-trainer training is an excellent preparation for utilizing nlp-tools when working with groups.

Passing on nlp-methodology to groups (= Fellow Member Trainer IANLP or NLP-teaching trainer) requires various additional competencies, primarily extensive experience of teaching nlp.

This has been taken in account by setting the following additional minimum requirements: assistance of at least one practitioner training and one master-training is required. Furthermore, at least 300 hours of live teaching experience in adult education are also required.

IANLP knows that assistance of one practitioner- and one master-training in itself is by far not enough to ensure good quality in teaching nlp. But then again, all students bring very different backgrounds into the nlp-training. Some have had many years of teaching and training experience, others not at all. Therefore we believe that all Fellow Member Trainer shall continue their personal development in whichever fashion that seems best in order to pursue their personal goals. □



Karsten Rischl - Evelyne Maass

IANLP member voted '2006 Asian Best NLP Trainer'



Dr. Alex Cheung

We are very happy and proud to report that our esteemed colleague and Fellow Member Trainer Dr. Alex Cheung was voted '2006 Asian Best NLP Trainer' by HongKong Daily News. Alex Cheung's nomination once again demonstrates the extraordinary talent and dedication of IANLP-members.

This is what Alex writes about this nomination:

*"I am very happy to inform you that I was awarded as the **"2006 Asian Best NLP Trainer"** on 14 December 2006. Perhaps, it is the achievements of my devoted involvements & commitment in promoting the effective learning of NLP, under the guidelines of your Association.*

At present, we have more universities & professional bodies forming partnership with us. Some of the examples are:

- *The Hong Kong University*
- *The Chinese University of Hong Kong*
- *The City University of Hong Kong*
- *The Polytechnic University of Hong Kong*
- *The Hong Kong Baptist University*
- *The University of Macau*
- *The Federation of Hong Kong Industries*
- *The Hong Kong Management Association*
- *The Institute of Vocational Training of Vocational Training Council*
- *The Hong Kong Quality Assurance Agency*
- *The Economic Times Business College*
- *City U Professional Services Ltd.*
- *Royal Institute of Chartered Surveyors (RICS)*

Recently, we have more active invitations to offer NLP Practitioner Trainings in Taiwan, Mainland China and other Asian countries. What I am currently facing is the "Time Challenge".

In meeting the demands on quality trainings, I am planning to conduct another Trainer-Training in mid of 2007. Once again, Ms Suzi Smith will kindly be my partner again."

IANLP extends its heartfelt congratulations to Alex for conducting outstanding nlp work and the public recognition he received. Over the course of the last decades, Alex has trained hundreds of professionals in communication and nlp skills. Congratulation Alex, we are proud to have you as a member in IANLP!

IANLP certificates are certificates of competency! – Issuing proper certificates for NLP-Practitioner IANLP, NLP-Master IANLP and NLP-Trainer IANLP

Do you give certificates to your students?

Only about 10% of all Fellow Member Trainer IANLP order original sticker seals from the office of IANLP on a regular basis. Since according to the curricula all nlp-certificates issued in the name of IANLP must bear an original sticker seal, this could easily be interpreted that only about 10% of all FMT IANLP are issuing certificates in the name of IANLP.



If this were the case, it would be perfectly acceptable with IANLP: A FMT IANLP is free to issue her/his own certificates and/or certificates of other standard association, like his/her country associations, as she/he thinks is best for her/his business. Our periodical reporting (see the respective article in this bulletin) shows that there are FMT's who do not offer nlp-trainings at all. And others might just not see the benefits of passing out IANLP certificates.

In the last months though, it has come to our attention that there have been some certificates issued in the name of IANLP which do not correspond with the IANLP curricula. Issuing wrong certificates is not only a violation of the license agreement (Use Agreement) but the certificates will not be accepted by IANLP and it's Fellow Member Trainers!

By providing the following information we would like to support you in issuing proper certificates. This, in order to avoiding misunderstandings and disappointments both for yourself and your students.

What are the most common signs of fraud?



If you want to distinguish a proper IANLP-certificate from a fraud, check for the following:

- **Seal:** Fraud certificates contain only a printed graphic seal(s) of the IANLP. This graphic seal can be obtained from IANLP website by anyone. Genuine certificates will always bear an original coloured sticker seal of IANLP
- **Proper Title:** Fraudulent certificates will state nlp-titles that do not exist according to IANLP curricula. Such as 'NLP-Technician', 'NLP-Coach'. Fraudulent certificates might also use incomplete titles, such as: 'NLP-Practitioner' or 'NLP-Trainer'.

Genuine certificates will always state the complete title according to IANLP curricula, such as: 'NLP-Practitioner IANLP', 'NLP-Master IANLP' or 'NLP-Trainer IANLP'. The certificate is still valid if, in addition to one of these correct titles, another title (as above) is being stated.



Megha Baumeler

- **Proper statement of date and duration of training:** Fraudulent certificates will have no dates and/or missing or false statements of duration (e.g: 7-days accelerated training, 12-days intensive program). Legitimate certificates will always contain a statement of duration of the training (days and hours) and the dates of the first and the last day of training.



How do IANLP certificates look like?

All FMT's are free about the (graphic) appearance of their certificates and hence IANLP certificates issued by the various members might look distinctly different. One certificate may look like a letter, whereas another FMT will make her/his certificates look much like an 'official' document certificate.

Proper IANLP certificates must include the following:

- 1) a statement that this training was held according to IANLP standards
- 2) an original seal of IANLP (sticker)
- 3) a statement describing the duration of the training in days and hours
- 4) date of the first and last day of training
- 5) Name and signature of fellow member trainer IANLP
- 6) Titel: 'NLP-Practitioner IANLP' or 'NLP-Master IANLP' or 'NLP-Trainer IANLP'

The certificate might contain more information. This is at the discretion of the issuing Fellow Member Trainer and according to local laws and regulations. IANLP will accept the certificate if requirements 1 – 6 are completely fulfilled.

FMT's are welcome to obtain a word document with an example certificate from IANLP office.



What is a certificate of competency?

In the field of NLP, most certificates are merely an attestation of attendance. This is in contrast to a certification for having successfully demonstrated new behavioural, mental and emotional abilities.

If we would like to obtain public recognition for NLP, and if we would like NLP to get recognized by the professional community (outside NLP, that is!), then we must pass out certificates that are an attestation of acquired competencies!

Of course, this implies that a certain percentage of students will not receive your certification. There might be only a few, but there will be some.



This is not an easy situation to be in. Neither for you nor for your student who fails to fulfill the standards. Your student has taken part in a training with the aim of gaining new skills and to obtain a recognized certificate in the field of nlp neuro-linguistic programming. She/he has invested time, effort and money. Now, at the end of the training, of course she/he would like to see all this effort rewarded.

But your focus on quality allows you to only issue a certificate if you do recognize the new competencies in the students behavior and/or mental and/or emotional abilities. Of course this shows too, that your certificates are worth much more than just the paper their written on. And in the long run this will give you credibility in the market.



Indeed, IANLP certificates are not merely an attestation of 'having been in class' but are certificates of competency. If a student does not reach that competency, we ask you to not issue a certificate! This is why certificates with our seals enjoy a high reputation worldwide.

In this situation, we suggest that you require additional work, offer additional training, stop training, or find whatever solution is appropriate for this particular student.

By handling such situations in a satisfactory fashion, Fellow Member Training IANLP demonstrate that they care about the quality of training and the true growth of students, and are not motivated by financial considerations alone.

And this eventually will lead to the recognition NLP, your company and your work deserves. □



Periodical reporting – *enhancing public appearance*



Review of internet websites

In order to serve our members and to foster the goals of the IANLP, we occasionally take the liberty to visit our members' websites and to follow their development and training offerings. We also want to assure that our members offer their trainings in line with the IANLP guidelines so that trainees worldwide can rely on the IANLP certification.

During the last months we visited all Fellow Member Trainers' websites. We viewed the websites with the eyes of an outsider, say a potential student, and compiled a report of our findings that was sent to the respective FMT.

What did we check?

The first thing we checked was whether any nlp-trainings were being offered. If this was the case, we checked each level of training that was offered according to the following three quality criteria:

- 1) is the duration of 18 days of training (or more) clearly being stated, and
- 2) is the duration of 130 hours of training (or more) clearly being stated, and
- 3) is live on-site training evident?

In our understanding these three criteria are benchmarks in marketing IANLP standard trainings.



Mohammad Ashour

Conclusions

Looking at the statistic of our findings that are summarized in the graphic below, one might think that the websites of our fellow member trainers are reflecting high IANLP standards on a poor level. Certainly, on a majority of websites the description of the IANLP standards has room for improvement.

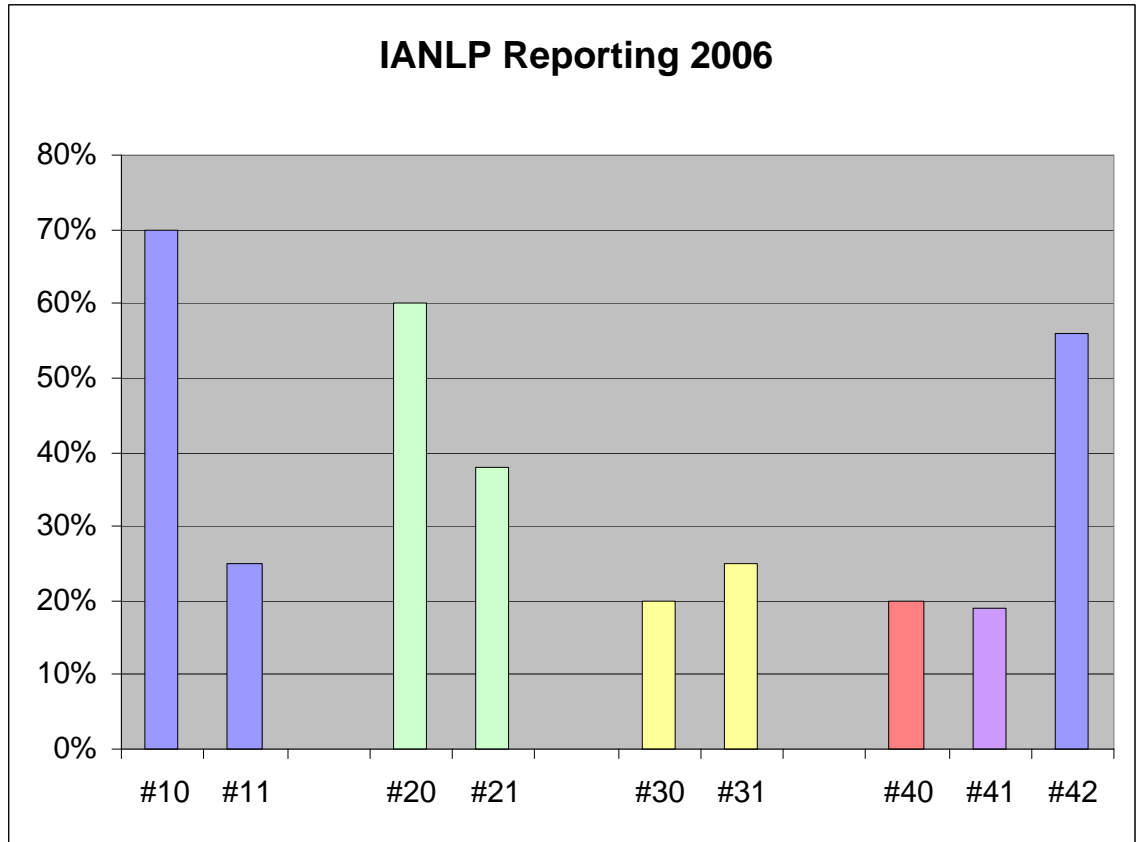
What the statistic, however, does not demonstrate adequately is the fact that out of all the websites we visited, **only two** websites were really found to conflict with IANLP standards. One practitioner training was being offered with duration of 13 days only and one master training with the duration of 16 days.

The vast majority of websites do reflect proper adherence to IANLP standards. What in our view is lacking is that the total duration of the training is stated in hours, not just in days only. Therefore we are quite positive that our informative recommendations will be implemented quite readily by the respective members and that next year's reporting will produce an improved picture..



Statistic

Below are the statistics of our reporting:



#10	Percentage of websites offering Practitioner	70%
#11	out of these stating duration (days / hours) properly	25%
#20	Percentage of websites offering Master	60%
#21	out of these stating duration (days / hours) properly	38%
#30	Percentage of websites offering Trainertraining	20%
#31	out of these stating duration (days / hours) properly	25%
#40	Percentage of websites stating clear IANLP standards	20%
#41	Members with no website	19%
#42	Members not offering nlp-trainings	56%



Feedback from members

The vast majority of our members were positively impressed by our periodical reporting.

Some stated that *"this is the first time an nlp-association really cares about my market appearance and the appearance of my fellow members (and competitors!)"* and they expressed the view that our reporting was a very good measure to ensure quality of the network. One member stated that our suggestion of adding the total hours of training onto his website, is *"blind bureaucracy!"*.

An individual statement that stands for many others:

- *"I really appreciate your review and feedback. It can feel a little alienating being the holder of professional high standards of teaching nlp in the business environment of quick fixes and quick returns of \$\$\$. So thank you!! Cheers" - Fiona Knobel, Australia*



Evelyne Maass

We received many responses, of course, that clarified some missing or unclear information and adding words of appreciation:



- *"Many thanks for your letter and report regarding our website. Actually we do more than 130 hours training hours in our training programs. We thought that the number of days was enough info regarding the duration of our trainings. But as we read in your letter you are right and in the near future we will put up the hours of training onto our website too. Thanks for your work and have a great day." – Cordula Ehms and Ray Wilkins, Belgium*



- *"The number of days is specified in the web site text, it is just written with words, not with numbers (so, if you don't speak Romanian, you didn't understand, exactly, what is all about) . But, indeed, the number of hours is not specified ☺. As soon as I will have time, I will make some changes, to make things more clear, like you suggest (anyway, our trainings are, still, on Kutschera's style and have more then 18 days, so don't worry about this). Thanks for your recommendations. Warm regards" - Carmen Todor, Romania*

Thank you so much for your support and feedback! The next reporting is scheduled to take place in 1 – 2 years of time, as we hope to keep bureaucracy at an acceptable level, for both your and our benefit! ☺

Proud to be IANLP

IANLP strongly recommends that all members list important information about the fulfillment of IANLP curricula (duration days/hours of training, live on-site training) on their website and in their printed marketing material.

This will strengthen the IANLP in the eyes of the public, institutions and other trainers and hence be beneficial to all our members, while, at the same time, it will help you to distinguish your trainings in your market from your competition.

□



IANLP booth at nlp world congress in Berlin, May 06
Courtesy IN Internat. Association of NLP-Institutes - www.nlp-institutes.net

IANLP website offers additional marketing opportunities – *Secretary General's Office*

Member listing

As you know, listing in the IANLP website's member is voluntary and free of charge to all Fellow Member Trainers IANLP.

If you are a member, we strongly suggest that you have yourself entered into the listing though. The entry has many advantages. First it is an easy proof that you actually are a registered member of the world's most respected nlp-teaching trainers network. Second it is a great marketing tool. Potential students from all over the world are turning towards the IANLP website in order to find a high quality nlp-training in their geographical area. Thus your listing will generate not only high recognition but business as well.

Thanks to an input by our Fellow Member Trainer Alex Cheung some changes have been added to the website, which will generate even more value:

- ▶ a note "*Member since [year]*" has been added. This will give visitors to the website an idea about the seniority of the listed members.
- ▶ a note: "*Trainings in [country]*" has been added. For many FMT's the home address which is stated in members section does not truly reflect the place or places they are offering trainings in.
- ▶ a new section "*Trainings*" has been added to the website. More information below.

Trainings listing

In this new section you can enter up to 5 countries where you are offering nlp-trainings or related services in.

The only rule to this entry is, that we are expecting you to enter countries only, where you are actually and personally working as an nlp-teaching trainer and/or are available for contract work.

Please send us the names of the countries that we shall add to your listing and we are happy to amend your entry. □



Resources for colleagues – *a continuous pool to make life as nlp-trainer easier*

This is a continuing list of all kinds of resourceful ideas from Fellow Member Trainers IANLP. Your contribution is very welcome. Please feel free to contribute in any language that you are fluent in. IANLP will be glad to assist in translation into English!
If you like to know more about a specific idea, please contact the author directly (see email address under www.ia-nlp.org, - members).

Certificates of competency

Have the courage and go for quality! I know that this is not always easy when we have other people offering 7-days practitioner and 'accelerated' nlp-trainings and such. But in the long run it pays. This means that you have to work on your identity as school and as trainer. Be aware that the certificates are not merely an attestation of 'having been in class' but much more so a certificate for competency! If a student does not reach that competency don't give the certificate. Ask for additional work, offer additional training, stop training, whatever is appropriate for this individual student. This will show that you care for quality more than for money.

shared by Ueli Frischknecht, Switzerland ([Bulletin 2006-1](#))

Life-Long Re-Sitting

In addition to the requirements of the IANLP guidelines, we are offering "Life-Long Re-Sitting" for the graduates, free of charge. This may encourage them to review & to refresh their learnings. For the outstanding graduates, we invite them to act as Resource Persons to support the new students. As such, we received extremely good feedback from the Resources Persons and the Re-sit Students. Some of them claimed that they have doubled or multiplied their previous learning.

shared by Alex Cheung, HongKong ([Bulletin 2006-1](#))

Recognition – Italy

Totally private, ignored (when not badmouthed) by the Universities, the psychiatrists and psychotherapists, highly valued by companies and trainers (business consultants etc). There are, unfortunately, about 20 recently-born NLP Institutes, 90% of which give poor courses. This will not help to raise the status. Plus a huge number of Company-trainers who pretend to know and do NLP without any bases. On the other hand our Institutes were chosen for some work for the State, our courses have been given "Credits" from the Ministry of Health and our students can have the financial help of the European Community (under certain conditions) through the Regional Councils.

shared by Gianni Fortunato, Italy ([Bulletin 2000-1](#))

Recognition - HongKong

Our NLP Practitioner Trainings have been certified by the Hong Kong Academy Council as a recognized training. Upon completion of the full program, 80% of the training fee will be refunded to the students, by the Hong Kong Government.

shared by Alex Cheung, HongKong ([Bulletin 2006-1](#))

Recognition – Indonesia

NLP is in its infancy in Indonesia, with just a couple of individuals offering short basic inspirational trainings. Now, with a colleague from Jakarta, the capital city, who connected with me through IANLP, I hope to develop a deeper understanding of NLP, leading to certification trainings within the next year or two.

shared by Peter Wrycza, Bali (Bulletin 2000-1)

Recognition – Switzerland

Our school, NLP-Academy Switzerland, so far has managed to be in the position to pass out two officially recognised certificates:

- a) Eidg. Fachausweis Ausbilder/in (Swiss Federal Certificate in Training)
This is the highest certification apart from university degree for training people. It is recognized by Swiss Government Authorities (BBT) and the SVEB Swiss Training Association.
- b) Supervisor/Coach BSO
This is THE certificate in Supervision and Coaching in Switzerland. Certificates are recognized by the most respected Supervision Association BSO (Berufsverband für Supervision, Coaching und Organisationsentwicklung)

Both recognitions are NOT recognizing NLP as method. Instead, they encompass recognitions for our school. However, both recognitions acknowledge that through studying nlp the required competencies for these high professional titles are being acquired. In that sense, of course, there is an implied recognition of nlp..

How did we manage to reach these recognitions?

- 1) We checked with government education authorities to learn what professional curricula exist that might be matching our needs.
- 2) With the chosen curriculum we made an excel-table within which we provided proof of the fulfillment of all the curriculum contents within the practitioner / master / trainer nlp-trainings.
- 3) This documentation, together with many more documents about our school organization and faculty members was sent to the respective authorizing agency.

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

Failing students

How can you prevent failing students at the final examination?

Of course there is no cure to prevent a student from failing at the final examination. But if you maintain constant quality control during the training you will manage to reduce the amount of failures considerably.

In the NLP-Academy Switzerland our business code of ethics tells us not to keep a student in class if we anticipate that he/she will not be able to pass final examination. It is not fair towards the student to attend a training that she/he cannot successfully complete. Also, this will reduce overall quality of the training. Finally, it is also not fair towards the other students and not wise in regards to company reputation as well!

Based of these considerations, we seek contact with students whose success is questionable at the earliest possible stage in training, provide a report about their progress and weak points and offer individual support to enhance their learning. If this does not help we will stop the training of this particular student.

This procedure has brought us not only very good feedback from the other students but it has brought us very good reputation in the market as well.

(Unfortunately, the student personally involved is often not in the position to appreciate the sincerity of our efforts)

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

Trainer training - quality measures

NLP-trainer training focuses mainly on the process of presentation (didactics, platform-skills). In order to train the process of presentation we have to work with some content though. If trainees are getting stuck in not knowing the content of their presentation, we cannot really focus on the process. In our trainer training the content we use consists of the 'nlp practitioner skills'. Therefore, if students not really know the content 'nlp practitioner skills' by heart, the quality of the trainer training will considerably suffer because we will not be able to focus our full attention on the process of presentation.

Out of these considerations NLP-Academy Switzerland asks students to re-take the nlp practioner program on a higher level before entering nlp-trainer training. We call this advanced level '**Students Coaching & Systems Dynamics**'. Students participate in nlp-practitioner programs as ordinary students but they have additional tasks to complete.

Results: Students are amazed of how much they learn and they are well prepared for the nlp-trainer training.

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

All photographs in this bulletin from
1st NLP World Congress, May 2006 in Berlin.
Courtesy IN Internat. Association of NLP-Institutes - www.nlp-institutes.net
Thank you!

-// End of Bulletin 2007-1 //-

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