

Climbing the Linguistic Ladder

Beth Negus



by Beth Negus

Executive Coach (Dipl)

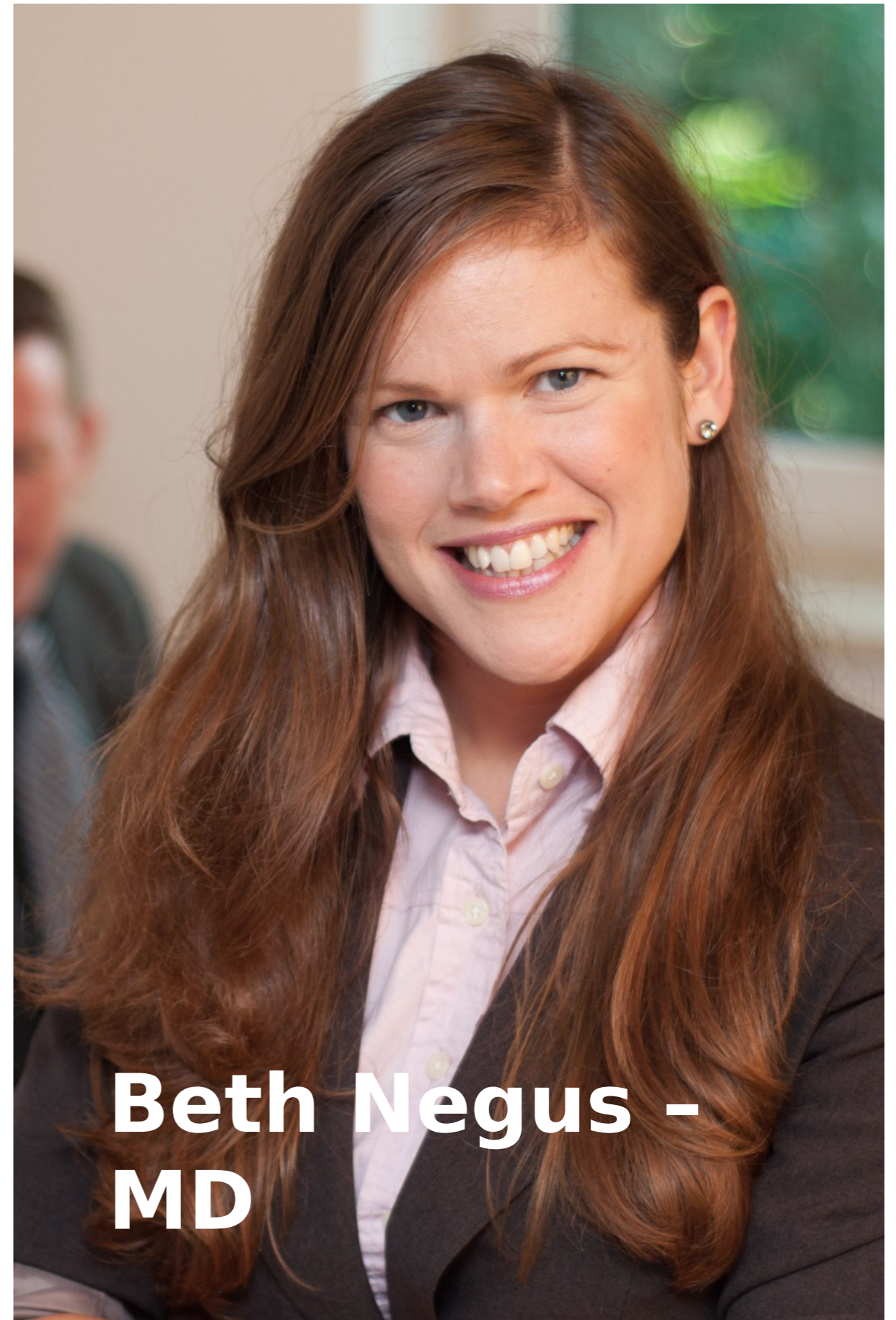
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**Beth Negus -
MD**

"He who owns the frame wins the game"

Frame yourself and your sessions POSITIVELY

- + Warmer
- + Topic Warmer
- Feedback v. Failure

"All results and behaviours in NLP are achievements

whether desired outcomes for a given task or not"

A Beth Negus Original provided for Client X on 15/10/14

Vocab:

Aktuell - currently

Needs - requirements

Content - Inhalt

Case study - testimony - Zeugnis

Competitive advantage - wettbewerbsvorteil

Compatible - Kompatible

Confidence - selbst vertrauen

Preparation - Vorbereitung

Ergänzen - supplement

In a row- aufeinanderfolgend

Anforderungen - requirements

Sustainable - nachhaltig

Business expenses - Geschäftskosten

Proportional to - anteilig

Vermögen - assets

Intangible assets - immateriellen Vermögen

Staff - Mitarbeiter

Keep an eye on:

Depends ON

If they needED a special qualification, we would

We WON'T

AnalySIS

Explained TO them

Too LITTLE transparency

Trusts IN you

We work CLOSELY

Well done!!!!:

From all the different corporate departments

On the other hand

We are at the beginning of this specialised journey

It's important that companies offer more and more ways of flexibility

They have to think about how to manage flexible working time

For us a supplier optimising and processing

There is no limit

Customise

We are negotiating

We have had lots of projects failed

Be accepted as a consultant

Process analysis

"He who owns the frame wins the game"

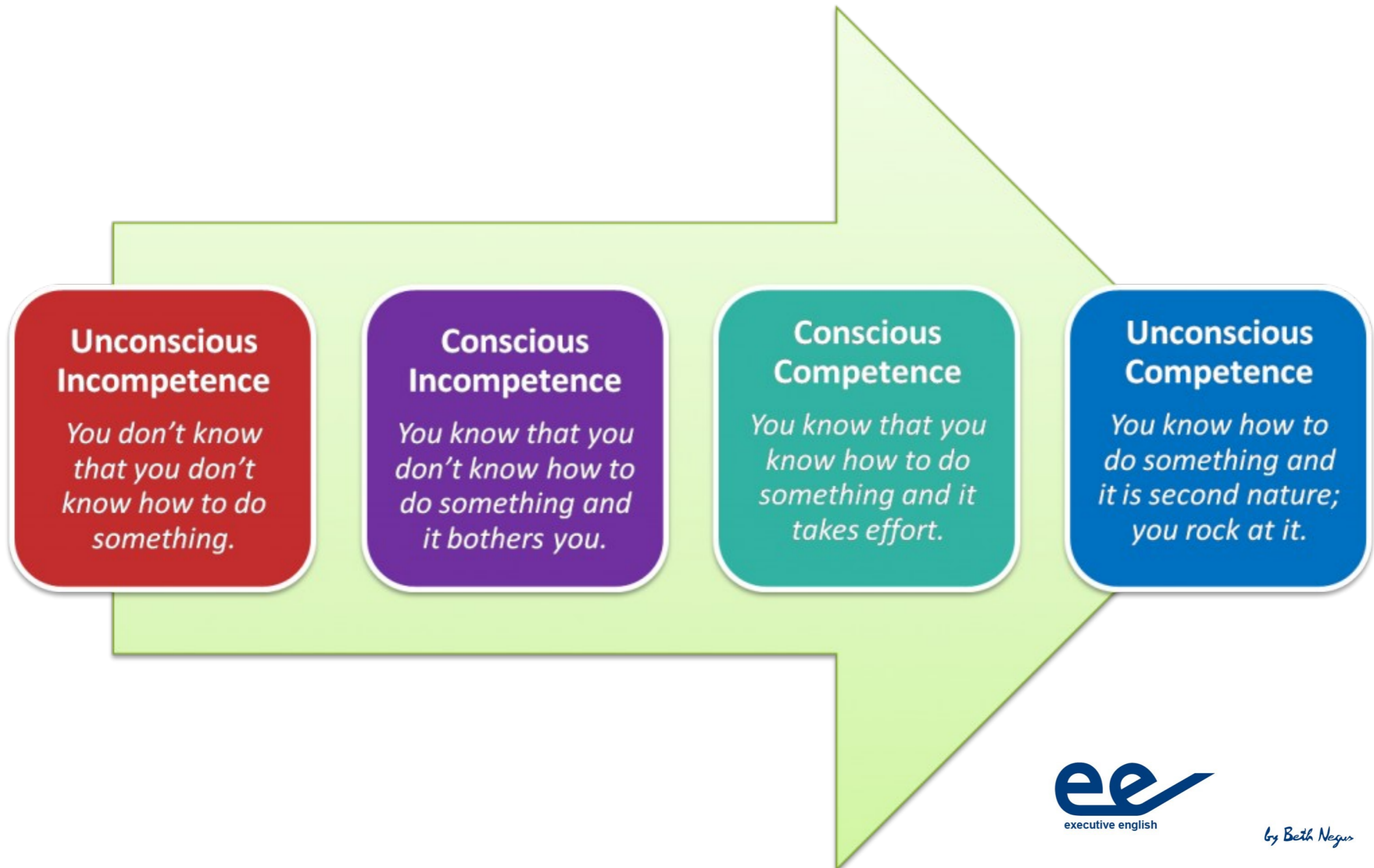
TASK ONE (in pairs):

Using the task sheet provided, choose 1 topic each to "discuss" with your partner. Take it in turns to use:

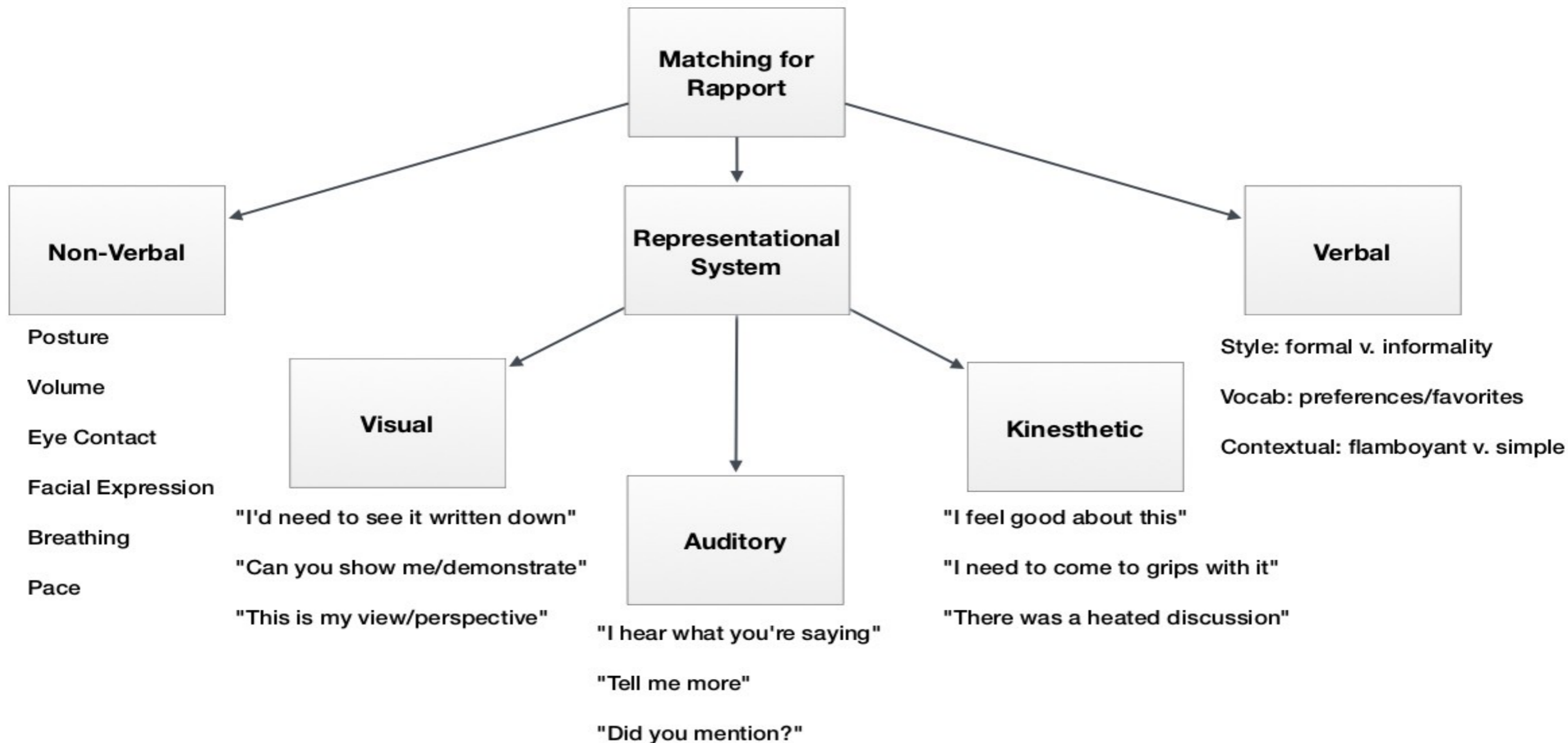
1. A positive topic warmer introducing your topic to your partner
2. Simultaneously provide positive feedback

You have 5 minutes each

Being in the competence zone breeds confidence



"The map is not the territory"



"The map is not the territory"

TASK TWO (in fresh pairs):

Using the task sheet provided, choose 1 topic each to "discuss" with your partner.

This time try and match your partner's:

- Non-verbal language
- Preferred style of representation (VAK)
- Choice of language

You have 5 minutes each

Anchor a state, trigger results

"Use an external trigger to anchor an internal state"

- Environmental anchors
- State first, task second
- Laughter is where the learning starts
- Visual anchors
- Oral anchors
- Physical anchors
- Covert anchors

Anchor a state, trigger results



“Tell me the greatest achievement of your life”

- Have your partner describe the story and image in their heads in detail (who was with them, what day was it, what did they achieve, how did they feel?) Excite them to remember as much as possible
- Enhance the colours (brighter), sounds (louder), smells (stronger), tastes (more intense), feelings (deeper), emotions (more heightened)
- Repeat their words back to them, building all the time on the sense of drama, making the memoirs more powerful, the feelings more intense
- Ask your partner to: "Take the state you feel and put it in the palm of your hands. Close your fingers around that sense of *achievement* - creating a fist - sealing the sense forever". Ask them to: "Clench and unclench your fist and with every clench the emotions are intensified". "Whenever you need the power of these emotions you can trigger them by clenching that fist". Repeat this back to them

All good things must come to an end

- "He who owns the frame wins the game"
- Being in the competence zone breeds confidence
- "The map is not the territory"
- Anchor a state, trigger results

Your chip is ready and loaded. Insert it and experience the linguistic magic!

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About Executive English

Founder and Head Coach, Beth Negus started Executive English in 2010 after four years of perfecting a training methodology based on communication, building confidence and meticulous feedback. This philosophy of guided learning immersed in business is the core of ee's offering.

Herself from an HR and Marcoms background, Beth is from the UK, has a first class degree in German and European Business, is a CELTA qualified teacher, Executive Coach (Dip) and Business Psychometric profiler (DISC).

She has over 10 years business experience (6 in teaching/training) and understands that the best environment for learning is one where the client feels not only comfortable but also

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