

# Generative Coaching Certification

with Robert Dilts and Stephen Gilligan

Saturday 31 October 2015 –  
Sunday 15 May 2016  
Regent's University, London

Judith Lowe and Robbie  
Steinhouse are proud to sponsor  
the first full UK programme of this  
radical new coaching certification  
developed and taught by Robert  
Dilts and Stephen Gilligan.



# What is Generative Coaching?

To be 'generative' means to create results that have never existed before: it is what entrepreneurs, artists, philosophers and inspirational leaders do.

Generative Coaching is a set of tools for working with clients to enable them to discover and harness this extraordinary power within themselves. It enables clients to transcend problems rather than just 'sort' them, and to move on to new, previously unimagined levels of creativity in both their personal and professional lives. Unlike conventional coaching, Generative Coaching welcomes crises and threats to identity and works with them, treating them as golden opportunities for deep personal change.

Generative Coaching brings together the best of therapy and the best of coaching into a coherent model, giving you the tools, skills and resources to work with a wide range of clients and situations.

## Who is this course for?

Generative Coaching provides what we believe is the most powerful methodology for professional coaching available today.

This course is perfect for:

- > Coaches or therapists seeking to upgrade their skills
- > Managers and HR professionals in ambitious organisations keen to get the best from their people
- > NLP practitioners, master practitioners and trainers who want to discover where the discipline is headed and to study with two of its most original and inspirational thinkers

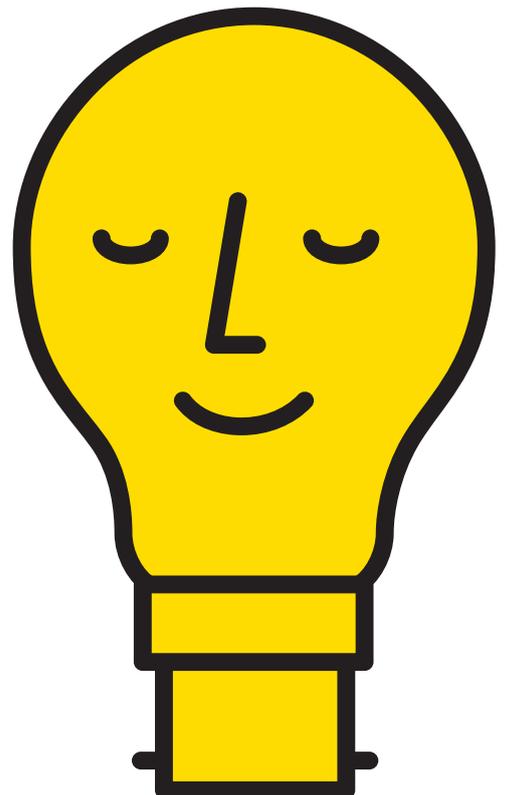
**This course is suitable for coaches working towards ICF certification and gives a total of 88 CPD hours.**

## What will you get from this course?

This is your chance to learn the latest models and tools from two of the greatest developers in the fields of NLP, coaching and therapy alive today. Robert and Stephen's previous collaboration, *The Hero's Journey*, is a classic intervention used all around the world. These two trainers are unique in their own right and something amazing when they work together.

On successful completion of the course you will be one of an elite number of certified Generative Coaches and will be able to join the International Association of Generative Change (IAGC). Imagine being one of the first NLP'ers in the world! This is your chance to be part of what will be a new paradigm in coaching and therapy.

Generative Coaching provides what we believe is the most powerful methodology for professional coaching available today.



# Course information

## Module 1

31 Oct - 2 Nov 2015  
with Robert Dilts  
& Stephen Gilligan

## Module 2

9 Jan - 12 Jan 2016  
with Robert Dilts

**The Generative Coaching Certificate Programme consists of four modules of intensive study, 15 days in total, spread over eight months.**

### The venue

The course will take place in Regent's University, which is set in London's beautiful and central Regent's Park. The University is a few minutes' walk from both Baker Street and Regent's Park underground stations.

Module 1 will establish how Generative Coaching differs from traditional coaching. It will show how to create the conditions that support generative change through the four stages of generative coaching: Preparation, Shifting state, Transformation and Integration into ordinary reality.

**You will learn strategies for helping yourself and others be more centred, grounded, aligned and connected with the source of your/their resources. This module will also explore principles and practices for mastering the 'inner game'.**

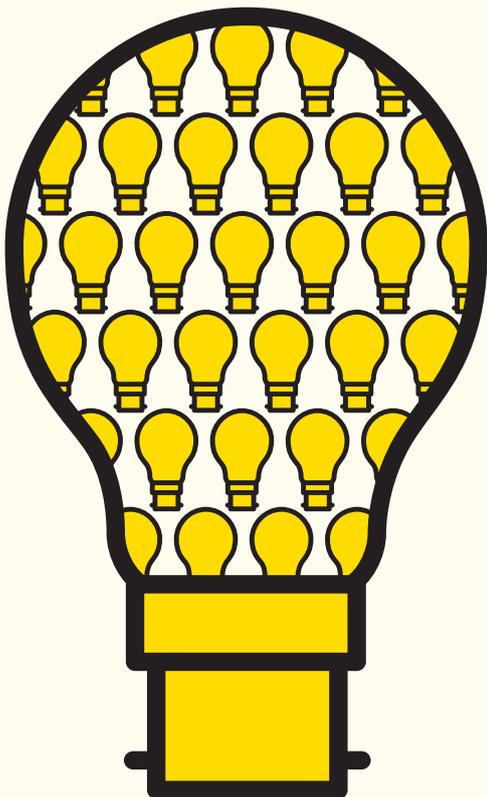
On this module you will also learn:

- > The difference between large c and small c coaching
- > How to create the conditions needed for generative change
- > How third generation NLP and self relation therapy come together when working with the somatic, cognitive and field mind
- > Models of the three levels of consciousness: primitive, ego and generative
- > How to develop the journey of the generative self
- > What is the 'inner game' and how to develop and use it for yourself and your clients
- > Looking at the latest models on using deep and surface structure
- > The use of the 'ego' and the 'soul' in your work
- > What are the skills needed to sponsor your clients
- > How you can best work by grounding, centering and aligning yourself
- > The generative coaching model of Coaching vs Crashing
- > How the Self-Relations model of Archetypal energies can be applied to generative coaching

In Module 2 you will explore the different levels of learning and their impact on generative change. You will discover some of the factors that limit or prevent generative change and how to transform internal blocks, symptoms and resistances. A key focus will be on the role of beliefs in both enriching and inhibiting generative change.

On this module you will also learn:

- > What are the levels of learning and change and how to support these best
- > How you can manage your own energy
- > Get to know your own self and your patterns of beliefs
- > How to discover your own personal area of excellence
- > How to work with 'identity level' issues and outcomes
- > Exploring your and your clients visions, missions and ambitions
- > How to work with holding environments
- > Next generation tools to gather resources to work with 'holding difficult feelings'
- > Generative coaching approach to 'Belief Barriers' and 'Belief Bridges'
- > How to transform 'blocked states'
- > Working with Richard Moss's Mandala of Being™
- > Advanced Perceptual Positions and the Next Generation Meta Mirror
- > Integrating Gabrielle Roth's 5 Rhythms®
- > What is Generative NLP and how to use it



## Module 3

8 - 11 April 2016  
with Stephen Gilligan

Module 3 will give you the skills you need to help your clients achieve their goals and dreams. You will explore the nature of Generative Coaching, what are the basic principles and tools that you will need in order to work generatively. You will be given the methods to work with your clients outcomes, see how you can co-create positive futures while transforming problems that your client may have. You will also be shown how to develop a sense of 'creative flow' and how you can bring this to life in both your world and your clients'. Lastly we will take the idea of the somatic, cognitive and field mind work from module 1 and see how to create the 'generative self'.

On this module you will also learn:

- > What the five focuses of Generative Coaching are
- > The three positive connections: centering, resources and positive intentions
- > How to use self-scaling to develop and sustain optimal states of being
- > How you can install positive futures with your clients
- > What is the best way to work with transforming problems and 'creative acceptance'
- > Multiple approaches to 'centering' and how they can best be used
- > What the structure of 'creative flow' is and the skills needed to work with this within both yourself and your work
- > The unbeatable combination of generative intention and generative attentions
- > Integrating somatic, cognitive and field minds into the generative self

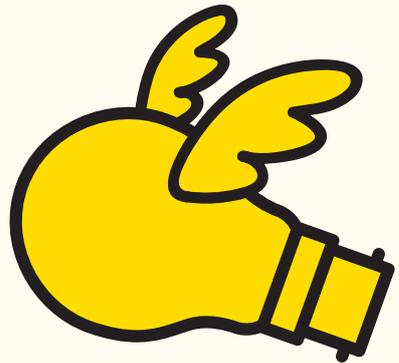
## Module 4

12 - 15 May 2016  
with Robert Dilts  
& Stephen Gilligan

Module 4 will cover issues related to growth and evolution at the identity level. You will explore methods and practices for enriching and sustaining generative change and integrating our wounds and 'shadows'. You will learn strategies for mapping and understanding key areas of change in your own life and that of your clients. You will master the tools needed to work with and sponsor your clients through times of crisis and transition.

On this module you will also learn:

- > The concept of super-position and shadows
- > The 'idealised self' and identification
- > How to fully sponsor the shadows that we find in ourselves and our clients
- > How to work with inner conflicts and how to best reconcile them
- > The next generation Identity Matrix
- > How to be at our best as a generative coach, how to develop a 'second skin' in order to work with complex and difficult emotions
- > How to utilise the 'Tetralema' to let go of limiting beliefs and stories
- > How we can look after ourselves as coaches, using daily self-care and generative practices
- > How The Hero's Journey can be applied to our work life



# Robert Dilts



Robert Dilts has been a developer, author, trainer and consultant in the field of Neuro-Linguistic Programming (NLP) since its creation in 1975 by John Grinder and Richard Bandler. A long time student and colleague of both Grinder and Bandler, Robert also studied personally with Milton H. Erickson, M.D., and Gregory Bateson. Robert Dilts is possibly the most prolific developer, author, consultant, innovator and trainer in NLP, at an international level, in the world today and is the co-developer (with Judith DeLozier) of what is now known as 3rd generation NLP.

He has written 25 books on topics such as modeling, visionary leadership, health and well-being, presentation skills, dynamic learning, creativity and innovation, strategies of genius and belief change. His books include *Modeling with NLP* (1998), *Sleight of Mouth* (1999), *The Encyclopedia of Systemic Neuro-Linguistic Programming and NLP New Coding* (with Judith DeLozier, 2000), *Alpha Leadership: Tools for Business Leaders Who Want More From Life* (with Ann Deering and Julian Russell, 2002), *From Coach to Awakener* (2003) and *The Hero's Journey: A Voyage of Self Discovery* (with Stephen Gilligan, 2009).

Robert is the founder of NLP University in Santa Cruz, where he still teaches. He is also in demand as a coach and trainer around the world, working on both personal and commercial issues with a wide range of individuals and organisations.

Robert works in business with leadership and entrepreneurial issues as well as with the individual. His NLP development work is at the forefront of achievement in the field and his creative and intellectual contribution is immense: having developed models that have proliferated all round the business, leadership and learning worlds including: Neuro-Logical Levels, the Disney model of Creativity, The SCORE Model, Reimprinting, Integration of Conflicting Beliefs, Sleight of Mouth Patterns, The Spelling Strategy, The Allergy Technique, The Belief Change Cycle, Generative NLP Patterns, the Unified Field Theory for NLP and many others.

# Stephen Gilligan



Stephen Gilligan, Ph.D., is a licensed psychologist practicing in Encinitas, CA. Stephen was among the group of students that gathered around the founders of NLP during its formation at U.C. Santa Cruz from 1974 to 1977. Milton Erickson and Gregory Bateson became his teachers and mentors.

After receiving his doctorate in Psychology from Stanford University, Stephen became one of the premier teachers and practitioners of Ericksonian hypnotherapy. Motivated by his experiences as a therapist, a teacher, and by his own quest, he developed a new practice of radical awakening incorporating Ericksonian psychotherapy, Aikido, Buddhism, meditation, and the performance arts.

His work, known as Self-Relations Psychotherapy, reconnects mindbody processes and encourages and supports radical change. The cornerstone of Self-Relations Psychotherapy is the understandings and processes of Sponsorship.

The enthusiastic acceptance of Sponsorship and Self-Sponsorship as approaches to therapy and personal change, along with Stephen's transformative presentation style, has led to speaking tours, workshops, and numerous Sponsorship groups throughout North America and Europe to which Stephen provides inspiration and supervision.

Dr. Gilligan is the author of many professional articles. His books include *Therapeutic Trances: The Cooperation Principle in Ericksonian Psychotherapy*, *The Hero's Journey: A Voyage of Self-Discovery* (with R. Dilts), *Brief Therapy* (Ed. with J. Zeig), *Therapeutic Conversations* (Ed. with R. Price), *The Legacy of Milton Erickson*, *The Courage to Love: Principles and Practices of Self-Relations Psychotherapy* and *Walking in two Worlds* (Ed. with D. Simon).



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