

# Reed-Robbins Performance Solutions



Train The Trainer Programmes  
Leadership & Management Development  
NLP Training & Breakthrough Coaching  
Team Building & Motivational Events

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# Introducing Reed-Robbins Performance Solutions



**“Our mission is to give you the tools of performance psychology so you can be, do and have anything you want!”**

**We Deliver:** Transformational training programmes that will increase emotional intelligence, personal performance, leadership and management skills and employee engagement. We provide in-house programmes and events such as

- **Evolving The Tribe Leadership Programme**
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If you have an in-house training team, we provide train the trainer programmes along with an extensive suite of leadership and management training courses and resources, ready for your team to use.

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**The Difference:** We don't just teach; we transform! We don't just share information; we help you think, feel and behave differently. It's not about having to remember information or new strategies; it's about evolving so that you effortlessly perform better in your life.

**Our Elite Team:** We are highly experienced trainers in business as well as Master Practitioners or Trainers of NLP. Jessica is a Master Trainer of NLP, making her one of the best trainers of NLP in the world. Everything we teach is tried and tested. We walk the talk and use everything we teach in our own lives every day.

**Our Clients:** We are privileged to provide solutions for well known organisations including:

*Kindred, Travis Perkins Group, Virgin Media, Northumbrian Water Board, Lambert Smith Hampton, British Gas, Sky, Unibet, British Sugar, B&Q, EE, Specsavers....*



# Powerful & Persuasive Presentation Skills



*"Designing a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern.'" – Ken Haemer, AT&T.*

## What you will gain:

During this two-day workshop, you will learn to be a more engaging speaker, with an ability to convey complex ideas and concepts easily to any audience.

By the end of the course you will have a deep understanding of how audiences think and how to convey information to them in order to achieve your outcomes.

You'll have a proven formula for writing well structured, logical and even entertaining presentations FAST! You'll also be more confident in delivering your message using a variety of techniques that ensure maximum impact.

## Pre-requisites:

Prepare a 2-min presentation

## Checklist:

- Bespoke available: YES
- Length: 2 days
- Coaching available

## Structuring Your Presentation

- Deliver your prepared 2-minute presentation and receive your personal challenges to rise to on the course.
- How to plan and prepare for your presentation.
- How to gain credibility and self confidence.
- Use the 4-Mat Model formula for presentations.
- Learn a proven 5-minute formula for creating ANY presentation.
- Understand what to put in and what to leave out.

## Making an Impact

- Win the hearts and minds of people and understand how to inspire, persuade and motivate your audience.
- Tools for creating impact: Stories, anecdotes, metaphors, examples, diagrams, pictures, repetition, Q&A, discussion etc.
- Making it clear, memorable, entertaining, emotional, engaging, persuasive, simple and effective!
- Visual aids and how to use them.

## Confident Delivery

- Body language for impact, charisma, presence and integrity.
- Voice skills and removing distracting habits.
- Stage skills and using non-verbal communication.
- Banishing nerves for super confidence!
- Dealing with difficult questions and delegates.
- Finishing your presentation and getting applause.
- Practice by delivering your 10-minute ALL-OUT inspirational presentation with detailed feedback!



# The Secrets of Communication & Personal Impact



*“Aspire to be the very best version of who you really are. If you don't, you'll always be a second-rate version of someone else. No one can be better than you at being you!” – Jessica Reed-Robbins*

## What you will gain

- New insight into the way we communicate
- Understand what goes wrong in the communication process
- Understand why people misunderstand, ignore or react badly to your communication
- Learn how to make your message noticeable, clear and impactful.
- Learn how to set your outcome and construct a clear message and call to action
- Understand how the language you use affects your outcome
- Learn how to ensure your audience warms to you and your message.
- Learn simple and effective strategies that you can use to overcome what goes wrong in the communication process.
- Learn how to talk to anyone so you can relax in social situations and make friends more easily.
- Learn how to give and receive feedback and influence people with your choice of language.
- Be the best version of yourself and express yourself with confidence and authenticity.

## Checklist:

- Length: 1 day

## The Principles Of Communication

- The powerful principles of successful communication.
- How we communicate and interpret information to create meaning.
- Observing what goes wrong in the process of communication.

## Getting Your Message Across

- Knowing the outcome of your communication.
- The 4-MAT model for structuring ANY message for ANY situation.
- The importance of explaining WHY.
- *Overcoming* what goes wrong in all communication.
- Be CLEAR: Techniques for being understood quickly and easily.
- Be MEMORABLE: Techniques to ensure key messages are remembered.
- Be NOTICED: Ensure your message gets attention and stands out.
- Be LIKEABLE: Ensure there's no reason for people not to listen to you.

## Inspiring People & Engaging Them

- Creating emotional equity and engaging people.
- Priming, positive and affirmative language for influencing.
- Giving & Receiving feedback in a positive way.

## Personal Impact

- First impressions and how to make the best one.
- Being authentically yourself and the best version of you.
- Marketing you and your brand effectively.
- Confidence and gravitas. Expressing the best version of yourself.
- Exercises and discussions allowing you to apply your new skills.



# Influence & Persuasion



*"First arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way." – Dale Carnegie*

## What you will gain:

This course is designed to give you a deep understanding of what influences people and how to gain a powerful relationship of influence with client, colleagues and everyone around you.

You will learn how to rapidly connect with anyone at an unconscious level in order to create trusting and mutually beneficial relationships.

You will learn the 3 basic needs that drive all of our behaviour and underpin everything we do. You will learn how to use these drivers to build emotional equity with people in order to influence and motivate your team.

You will also learn the power of perspective and how to change people's opinions without ever disagreeing.

## Checklist:

- Length: 1 day
- Bespoke available
- Coaching available

## The Secrets of Influence

- The principles of success and getting your outcomes.
- The difference between positive and negative influence.
- The keys to influencing people.
- First impressions and subliminal influence.
- Verbal, non-verbal influence and mind-reading,
- Building & Maintaining Rapport.
- Perceived Self Interest and building Emotional Equity.
- The 3 Basic Emotional Needs and using them to motivate.
- Long vs short term influencing strategies.

## Persuasion

- Choosing your communication style.
- Avoiding conflict. Seeing things from the other person's perspective.
- Changing people's minds effortlessly and selling your ideas.
- Re-labelling people and yourself for immediate change.

## Peak Performance Principles

- Setting and achieving your future outcomes
- Influencing yourself and managing your state.
- Summary, next steps and future plans.

# Relationships, Resilience & Resolving Conflict



*"If you stand up and be counted, from time to time you may get yourself knocked down. But remember this: A man flattened by an opponent can get up again. A man flattened by conformity stays down for good."- Thomas J Watson Jr.*

## What you will gain:

An understanding of how people really operate and how to get the best out of yourself and others.

You will feel empowered to start creating the relationships you'd really like to have and know that you have the ability to do this.

People will seem so much easier to deal with. You'll understand the sources of conflict and the techniques to avoid the pitfalls that may have caused problems in the past. You'll feel confident about facing up to those important conversations.

You will feel certain you can succeed in turbulent times and have a method of turning failures into future successes.

A more positive outlook in the face of adversity and a more flexible in your approach to situations.

## Checklist:

- Tailored to audience: YES
- Length: 2 day
- Individual Coaching - Available

## Amazing Relationships:

- What makes or breaks great relationships?
- Being responsible for yourself, your life and your relationships.
- Emotional Intelligence and increasing self-awareness.
- Understanding what creates our perceptions and responses to people.
- Building rapport, networking and the law of reciprocity.
- How to engage people and have amazing relationships.

## Resolving Conflict

- The causes of conflict and the psychological responses to it.
- Finding common ground and a desired outcome.
- Expressing yourself and your feelings, non-aggressively.
- Empathy, wisdom and seeing something from all sides.
- Re-labelling people for immediately improving relationships

## Courageous Conversations

- Preparing for a courageous conversation.
- Giving and receiving challenging feedback in a positive way
- Practicing potentially difficult conversations

## Resilience

- The relationship between stress, pressure, challenge and resilience.
- The real cause of stress and why we all respond differently to situations.
- Strategies of thinking resiliently; turning failures into successes and how to bounce back from adversity.
- Seeing your world differently. Creating an empowering outlook.
- Banish worrying for good.
- Being awesome! Always!





# Coaching Skills For Managers



*"I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable." **John Russell, MD, Harley-Davidson Europe Ltd.***

## What you will gain:

During this 2-day workshop, you will learn all the formal coaching basics from building rapport, setting outcomes, listening and questioning skills as well as identifying challenges and helping clients overcome these obstacles.

You'll get some practice in running a session from start to finish. You'll then translate these skills so you can coach people on the fly during conversation, wherever you are.

By the end of the training, you'll have made the important transition from telling your teams what to do or being the solver of all their problems, to coaching your teams and watching them grow and develop into resilient, high-performing superstars.

## Coaching Fundamentals:

- What coaching is and what it is not.
- The coaching agreement.
- Principles of success and the accountability ladder.
- Characteristics of an effective coach.
- Beliefs and principles necessary for transforming people.
- Building and maintaining rapport for influence and trust.
- Active listening, body language and giving your focused attention.
- Emotional Needs – Drivers , stressors and engagement tools.

## Coaching Techniques:

- The coaching session structure, formal and conversational.
- The GROW Model.
- Questions are the answer for effective coaching.
- Generating ideas, options and solutions. Unleashing potential.
- Eliciting commitment and agreement.
- Giving & receiving developmental feedback & preparing for potentially challenging conversations.
- Spotting the signs of stress in people and what to do about it.
- Techniques to help people become more resilient.
- Helping your team perform through challenge and change.

## Coaching Practice:

Working together and practicing formal and conversational coaching.

# Unconscious Bias Training



*"We find comfort among those who agree with us and growth among those who don't!"  
– Frank Clark*

## What you will gain:

This interactive session is designed to give you the tools and discussions you need to be able to tackle unconscious bias in your workplace.

It will lay the groundwork for creating a truly inclusive workplace.

You will gain a thorough understanding of what unconscious bias is and the different types of bias you might experience.

You will learn the neuroscience that explains why the brain, why it happens, how to recognise it and more importantly, how to counteract it.

You will engage in conversations and discussions around where you are on your journey to inclusion, how you can become an ally and the how the systems in your organisation could be changed to prevent bias in the future.

## Checklist:

- Length: from 90 mins to 1 day
- Bespoke available

## Unconscious Bias

- What is bias?
- The difference between conscious and unconscious bias.
- How it affects decision making.
- The neuroscience behind why it happens.
- Examples of types of bias and where they occur.
- Reasons it makes sense to counteract it.

## Recognising Bias

- How we can recognise the different types of unconscious bias.
- Identifying are our personal unconscious biases
- Identifying other people's bias
- Recognising company or system wide bias.

## Disrupting & Counteracting Bias

- Tools with which you can identify bias
- Ways to confidently tackle bias that you recognise.
- How to educate others about unconscious bias
- Ways to prevent unconscious bias in the future
- Become an ally to women, people with disabilities, indigenous peoples, people of colour and LGBTQ2S+ employees.





# The Secrets Of Peak Performance



*"If you can imagine it, you can create it! If you can dream it, you can become it."  
William Arthur Ward.*

## What you will gain:

Understand how to be resilient in any situation and stay motivated despite setbacks or adversity.

Realise that it is impossible to use hard work to overcome a limiting belief and that you will always prove your limiting beliefs true!

Understand that it takes no more effort to achieve things you do want than things you don't! It's just a matter of changing our unconscious mind's expectations and desires.

Know how to set outrageous outcomes in a way that your unconscious mind understands.

Know how to uncover and remove the limiting beliefs that are the ONLY thing holding you back from achieving your outcome!

Understand the importance of a peak state for peak performance and how to change state rapidly.

### Checklist:

- 1 or 2 days
- Bespoke & Coaching: Available

## The Secrets of Resilience & Motivation

- The principles of success.
- Teamwork and understanding our differences.
- The power of taking personal responsibility
- The meaning is everything! How resilient people think.
- Self-fulfilling prophecies and creating our own realities.
- What is a limiting belief? Where do they come from?
- The patterns that hold us back and where they come from.
- Increasing motivation in ourselves and other people.

## The Secrets of Achieving the Impossible

- The process of achievement – asking, aligning, receiving.
- Outcomes versus goals. Which are better?
- How to ask so your mind obeys –setting your outcome properly.
- Finding your limiting beliefs.
- Challenging and removing your limiting beliefs.
- Coaching each other towards achieving the impossible.
- Demonstration of how the impossible is possible in a heartbeat.
- Learning to receive!

## Breakthrough To Success

- Optional breakthrough exercise such as board break to bond the team together and celebrate their

# Neuro-Linguistic Programming (NLP) Training For Business



*“You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have control of” – Jim Rohn.*

## The Benefits of NLP Training?

Imagine a team where everyone truly believes that anything is possible? Try to imagine an entire organisation full of people who not only believe this but actively make the impossible happen every day!

Imagine a place where everyone knows they are the writer, director and producer of their own lives and that they can really achieve and exceed all of the goals their team sets out to achieve. Where higher targets are met with more excitement than lower targets.

Imagine a place where individuals are equipped with the tools to remove their own limitations as well as the tools to coach their colleagues through challenges and tough times. A place where everyone sees the best in everyone, and can coach each other to bring out the best in them when they need support.

Imagine a training team who understand how to create an effective learning environment, but can also transform, motivate and inspire people while they're learning!

These benefits and many more are the results of teaching people Neuro-Linguistic Programming; a performance psychology designed to increase emotional intelligence and equip people with the tools to respond to the needs of their colleagues with skills that no other management, leadership or coaching course could offer!

## Become an expert in COMMUNICATION

By learning what makes us think, feel and do anything and the mechanisms that make our brains feel like our best friend and worst enemy at times, getting your message across becomes easier and more effective. Its also possible to influence and persuade people positively at a much deeper level, listening in a way that reveals what people are really thinking and feeling.

## Become an expert in TRANSFORMATION

A skilled NLP coach can quickly ascertain how an individual thinks, what motivates and demotivates them, what's important to them, what their goals are and thus how to influence them in a positive way. An NLP coach also has the questioning and interventional skills to rapidly help a demotivated employee get back on track, overcome challenges, achieve their goals as well as feel good about themselves and others.

## Become an improved version of YOURSELF

As well as learning how to enhance other people's performance, you'll be improving yourself and your own performance throughout the course. You'll get to know yourself on a deeper level than ever before and set your own inspiring vision for the future. You'll overcome challenges that you've faced in your life and feel empowered that you are stronger, more powerful and able to make more of a difference to your own life as well as the lives of others.



# 7-Day NLP Practitioner Training

## **Day 1: Coaching skills, Influence & Rapid Rapport Building**

Setting your course outcomes. Introduction to NLP and coaching skills, sensory acuity, listening skills, influencing, body language, mind reading, building and maintaining rapport with anyone. By the end of the day you'll understand how to influence and build strong relationship with anyone.

## **Day 2: Communication & Effortless Achievement**

How we construct our reality, what goes wrong in communication, the law of confirmation bias and the self fulfilling prophecy, effortless goal achievement, success principles and removing limiting beliefs. By the end of the day you'll be able to help people set outrageous outcomes, find and overcome the limiting beliefs stopping them from achieving it.

## **Day 3: Reprogramming The Building Blocks Of Experience, Behaviour, Emotions & Beliefs**

One to one coaching on your personal life goals, identifying and utilising representational systems in communication, the structure of our experience and our internal world, changing our thoughts and feelings with submodalities. By the end of the day you will be a better communicator and start to understand how to start rewiring your mind for peak performance.

## **Day 4: Emotional Mastery & The Mind-Body Connection**

The power of physiology, thoughts and behaviour on results, our basic emotional needs and their effects on employee engagement, manager-employee relationships and stress. Eliciting resourceful states in ourselves and others, coaching principles and anchoring techniques. By the end of the day you'll be able to engage your employees, resolve stresses and transform negative situations for yourself and others.

## **Day 5: Conversational Change, Persuasion & Questioning Skills**

Linguistic presuppositions (hearing what people are really saying), Meta-Model of questioning for coaching, conversational change using hypnotic language structures and the Milton Model of language. By the end of the day you'll have an incredible set of communication tools to ensure you can influence like never before!

## **Day 6: Transformational Coaching Day 1**

Presuppositions of NLP – Increase empathy, tolerance and emotional intelligence. Reframing, the power to change perspectives, persuasion, Perceptual Positions Technique for resolving conflict. Finding the positive intentions in behaviours to facilitate change. Parts integration for resolving inner conflicts.

## **Day 7: Transformational Coaching Day 2**

Timeline techniques for releasing negative emotions, removing limiting beliefs and programming goals into your future. Fast phobia cure. By the end of the course you'll be confident as a transformational coach capable of helping yourself and others to be, do and have whatever you want.



# FIRE Walking Motivational Event



## The Benefits of Walking Through Fire

Fire-walking is a great way to experience the true power of mind over matter, to breakthrough and to overcome fears by doing something that seems impossible! It can be a high-octane, loud and motivational team event or a quiet, spiritual and meditative experience, great for connecting with yourself and your goals at a deeper level.

## What Happens During The Event?

Firstly, its important to say that fire-walking is entirely optional! No one is forced to walk. It is entirely optional and its perfectly fine if you choose not to walk when the time comes. You can still support the team and just enjoy the fire (or nature's TV as we like to call it)!

## First, We Build It!

Participants will start by building the fire that will burn down into the coals you will later walk on. This can be performed, as a team event in itself. Building a fire isn't the simple task that it seems! It gets harder the more people try to help!

## Then We Light It!

The lighting of the fire represents the letting go of anything we no longer need from the past, inviting new opportunities in for the future. Very quickly the fire will be blazing away and we will warm ourselves by the fire whilst meditating on the amazing experiences we will create in the future. We set the intention in our subconscious minds that as we walk across the coals, we will be stepping closer to these exciting goals.

## Then We Wait!

We have approximately 90minutes to wait before the fire burns down. Teaching you to walk on fire takes about 30 minutes right before we walk, so that gives us 60 minutes to spare and this can be spent a number of ways.

## Option 1: Achievement Workshop

We head back inside and enjoy an effortless achievement workshop with Jess and Nick. You'll visualise those amazing outcomes you want to achieve (either individually or as a team) and consider what might hold you back. Learning to fire-walk, then becomes the method by which you learn to overcome those limiting beliefs. As you walk confidently through the fire, you'll be exercising that "step up and claim it" muscle that will help you get what you want, even when facing your biggest fears.

## Option 2: Relax and unwind

You have 60 minutes to relax and unwind, network or get something to eat.

## Option 3: Motivational Event with Board Break

For this option, we teach you how to fire-walk first and then we have 60 minutes to complete a breakthrough exercise such as a board break to get you in a peak state to walk on fire! We talk about resilience, inspiring your team to find the resources they already possess, which can help them achieve more than they thought possible. When you're in the right emotional and physiological state you can move mountains! So that's how we make you feel! We teach participants how to break a board safely and then using visualisation, loud music and a series of high-energy exercises, we get you into a peak state. The whole group will shout and scream support for each person as they break their 1-inch thick piece of pine. By the end of the exercise, everyone is pumped up and ready to walk on fire!



# FIRE Walking Motivational Event continued

## **We Teach You How to Walk on Fire**

We run through the safety precautions, i.e. don't run! Walk with purpose, forwards, with your head up etc. Next, we explain the self-fulfilling prophecy and that if you think you will burn, your body will respond as if you are burning. It's a similar phenomenon as when you imagine eating a lemon, your body responds as if you really are eating a lemon. The coals are the same.

Therefore, we need to learn to focus on something else! We create a more positive inner dialogue so you can chant an affirmation as you walk across the coals, such as "cool wet moss" or "crunchy snow". Whatever suits you best! Next, we get you into a peak state. We want your body to feel strong and confident and ready to do the impossible! We use music, visualisations and some high-energy exercises to create the kind of physiological state we need in order to achieve the impossible.

## **Then We WALK!**

You'll take your shoes and socks off, leave them inside and walk to the coal bed. One by one, you will support each other as you walk across the burning embers. Our team will be supporting you and focusing on safety, throughout the entire exercise. You will most likely have the opportunity to walk more than once if you wish, but that will be dependent on time and numbers of people.

## **Then We Celebrate!**

Once you've walked on fire, its time to celebrate! We can either reconvene in the conference room where we bring together everything you've achieved as a team, or you can begin your celebrations in the bar immediately. Since the fire-walking events are best performed in the evening, when it's dark, its usual for the team to head off for a celebration dinner on a high, talking over and over again about their incredible achievement.



WALK  
THROUGH  
FIRE  
WITH YOUR  
TEAM

# One To One Breakthrough Coaching



## Be, Do & Have

### Whatever You Want!

We are highly experienced peak performance coaches with a proven track record of personal transformation. We excel at getting results, rapid change and incredible results.

We believe that when it comes to achievement, success and fulfilment, the only thing holding us back from whatever we desire, however big the goal, is our limiting beliefs and subconscious programming.

Occasionally the problem is down to your goals being incorrectly defined, too small or just not what you really want deep down. When what you *want* and what you *believe* are aligned, there's no limit to what you can be, do and have

When you change your thinking, the world changes instantly to reflect your new reality. Our job is to help you figure out what's creating your current results, change your thinking, rewire your subconscious programming with powerful and rapid interventions that help you feel more in control and get you to your goals as fast as possible.

We can work with any kind of outcome or challenge, whether its in your personal life, career, health or a personal challenge that affects all of the above. No obstacle is too challenging. Just ask!

You tell us your dream or the challenge to overcome and we will help you make it happen.

## What Is Breakthrough Coaching?

Breakthrough Coaching is a rapid and intense one-to-one coaching programme designed to help you be, do and have whatever you want as quickly as possible. Working one to one with your coach, you decide on your outcomes and then explore and overcome the challenges and obstacles standing between you and your dreams. We aim to make the process as fast and effective as possible.

## How Is Breakthrough Coaching Different To Coaching?

Breakthrough coaching is designed to help you achieve goals or overcome challenges that would be far beyond the scope of standard coaching. We can help you breakthrough anything that's holding you back, help you resolve difficult situations you're experiencing and help you find the personal resources to achieve anything you want. Unlike goals coaching, which provides steady, on-going support, enabling you to keep on track towards your goals longer term, breakthrough coaching is a short, powerful set of sessions, using tools and techniques designed to breakthrough your subconscious barriers. This way, you can achieve things effortlessly and in a very short space of time. If you're in need of a rapid and profound shift, then breakthrough coaching is for you.

## Is Breakthrough Coaching Right For You?

- ✓ Do you want to achieve goals faster or without so much resistance?
- ✓ Is there one outcome that has eluded you despite multiple attempts?
- ✓ Do you want to remove the limitations that are holding you back?
- ✓ Do you want to reduce stress and anxiety and increase joy and abundance?
- ✓ Do you want to overcome a difficult situation you're stuck in?
- ✓ Are you frustrated in an area of life such as relationships, career progression, leadership, financial abundance, emotions?
- ✓ Are you ready for a breakthrough?

## How Does Breakthrough Coaching Work?

You can choose between face to face and Skype/phone sessions. We recommend that you plan for a minimum of 6 - 10 hours to ensure you are supported through the changes you want to make. However, you may find it takes only a few hours to make your breakthrough. It depends on the type of breakthrough and your readiness to change. We will start with a "discovery" where we elicit your goals and the root causes of your challenges and make a plan for the remaining time together. If you currently have regular goals coaching, you may choose to schedule a breakthrough session whenever you discover a particular block along the way that needs additional attention. Most people have an 8 hour session followed by three x 2 hour sessions.

**Ask us for a free 30 min chemistry call now!**





# Motivational Speaking: The Secrets Of Achieving The Impossible



## Keynote Content

Do you ever get frustrated because you constantly have to achieve more with less? Do you work really hard and yet still find some missions still feel impossible? Would you like to be able to know the science behind achieving the impossible and the secrets that make it effortless instead?

During this powerful and frequently life-changing session, Jessica will show you how the concept of hard work can become a thing of the past and a few simple tools which could transform the way you do business.

The most important thing you'll ever do to increase your performance (and in fact all of your results in life) is to ensure that your unconscious mind is working with you rather than against you.

You will discover in this session that self-limiting beliefs are usually the ONLY thing holding you back from any goal or outcome you set for yourself, no matter how big the goal. Anything really IS possible and you'll be shown the science behind why this is true!

However, proving to you that anything is possible is the easy part! You need to know HOW to make the impossible possible! In this short session, Jessica will show you how to identify and remove the real obstacles in the way of higher levels of success, creating a more resilient and successful version of yourself.

## Jessica Reed-Robbins



Jessica Reed-Robbins is an author and expert in performance psychology. 15 years ago, Jessica transformed all areas of her life, including finances, relationships, health, sports performance and business in order to create the life of her dreams.

She became a coach so that she could help others achieve successes in their own lives and soon after, took her performance secrets into organisations and applied them to business.

Today, Jessica and her husband Nick, along with their elite team of trainers run motivational events and courses to improve performance and engagement for organisations such as Everything Everywhere, Virgin Media, Travis Perkins Group, British Gas, Urban Outfitters and EDF Energy.

Jessica specialises in the power of belief, impossible goals and effortless achievement. She is a motivational speaker, author, coach and trainer and has worked with individuals, performance artists, athletes and organisations around the world.

The company mission is to ensure that as many people as possible have access to tools, information, education and trainings which empower them to take control of their lives and achieve their dreams. In other words, they strive to help you...

**make your best... phenomenal!**

# Train The Trainer Programme



## Step 1: Designing Your Training

During day 1, you will be guided through the process of creating and designing your training from scratch. We will help you understand your audience and focus on your learning objectives and outcomes. You can then design and structure your training by following a simple step by step formula. Once we have helped you decide on what content to include in your training, we will show you how to bring it to life in order to ensure your training course is interactive, dynamic and fun. You will learn how to develop excellent materials for use by yourself or others.

### Follow-Up Practice Day

A one size fits all approach only goes so far. After that, you need some coaching and support specific to your needs and your performance. So to help you get to the next level, the practice day involves the opportunity to facilitate and train for up to an hour, with constant support, unbridled encouragement and empowering feedback from your peers in the presence of a dedicated coach. Every delegate gives feedback to every other delegate, further integrating your learnings from the training.

### The Secrets of Helping People To Learn

- What do excellent materials look like?
- Planning questions
- Setting learner objectives and outcomes
- Deciding on the content to include in your training. Avoiding content-overload.

### Structuring & Sequencing Your Training

- Structuring and sequencing your content.
- Teaching complex concepts and principles.
- Using the McCarthy 4-Mat Model of Learning.
- Practice a proven formula for your training.

### Making An Impact

- Making it clear and easy to understand.
- Making it sticky and memorable with accelerated learning techniques.
- Using stories, anecdotes, metaphors, examples, diagrams, pictures, repetition, questions, exercises and discussions.
- Creating effective visual aids.
- Designing appropriate ice-breakers, games and energizers.

### Follow-Up Practice Day

- You will talk us through the materials you've created.
- We will test live in the room, that the materials can be followed and utilised and how they work in practice.
- You will receive feedback and guidance on how the materials land and whether there is anything you could do to make them more impactful in future
- You also have the opportunity to ask any questions that would help you design your style of trainings.

# Train The Trainer Programme



## Step 2: Facilitation & Delivering Great Training

During this 2-day workshop, we will help you practice facilitating and training to build your confidence.

We will ensure you can build rapport with your audience and ensure you choose deductive or inductive styles of training according to suit your objectives.

We will help you understand group dynamics, what to expect from some of your delegates and how to handle some challenging situations.

You will learn how to create your trainer state, use your physiology for best effect and confidently project your personality into your training.

You will have the opportunity to practice training the group with detailed feedback.

### **Delivering With Confidence:**

- Creating your trainer state and physiology of excellence.
- Creating gravitas and confidence.
- Voice skills and removing distracting habits.
- Gestures and what to do with your hands.
- Finding your own style.
- Banishing nerves for super confidence!

### **Facilitating A Great Training:**

- Understanding when to train, present or facilitate.
- Setting your own outcomes for the session.
- Building rapport with an audience you don't know. Easy wins and remembering names.
- Opening & closing your training course.
- Introductions, frames, group values, summaries & feedback.
- Inductive & Deductive styles of training and facilitation.
- Adding impact and ensuring your training is stimulating and engaging.
- Group dynamics and handling challenging delegates.
- Handling questions.
- Creating the learning environment and designing the room set-up

### **Follow-Up Practice Day:**

- If you are a facilitator or trainer, then you will be delivering some training or a workshop for an audience that either you have created or you have brought with you to present.
- We will give you support and encouragement as well as detailed and immediate feedback to help you incorporate any learnings immediately into your training.
- We will keep the session light and fun, empowering and positive so that you feel safe to try a few new things out and be as adventurous as you'd like to be!



# What Our Clients Say...



*"Jessica is so highly intelligent when it comes to the subject matter that the belief that you have in her is amazing. I would happily put all my people through her training."*

**- S. Davies, Strategic Training Manager, EDF Energy.**

*"I really valued the training and the feedback was amazing! It's the best feedback we have ever had!"* - **Caroline Jones, Vodafone Group.**

*"I want to let you know how much the team enjoyed our Advanced Presentation Skills session with you. Our AVP's, VOs and Directors enjoyed focusing on the psychology of presenting, the less tangible factors involved and getting inside the minds of the audience. It was a unique approach, which provided us with real tools we could use right away. We look forward to working with you again."* - **Jane Masen, Director, Citi, Netherlands.**

*"Jess is an excellent trainer and coach! She brings the subject to life by providing a wealth of stories, examples and experiences allowing delegates to immediately implement their new skills and knowledge. Jess encourages people to achieve more than they think is possible, which brings real business results. We would thoroughly recommend her and the Jess Robbins team!"*

**- Rebecca Rainsford, L&D, Lambert Smith Hampton.**

*"Not only is Jess engaging, passionate and inspirational, but her techniques are simple, easy to use and you will come away with real change. We were lucky to have Jess run a session at Comic Relief on "The Secrets of Effortless Achievement" and thank her for the positive impact she has had on our staff."* - **Melanie Unstead, Learning and Development, Comic Relief.**

# What Our Clients Say...



*Jess is a superb facilitator and coach.*

*She recently ran a breakthrough exercise for our Corporate Accounts Sales Team, which was the pinnacle of a three-day event. Jess has a wealth of experience in the sales arena, which she brought to life through anecdotal examples, which enabled her to connect immediately with team.*

*Jess has a natural ability to inspire and develop confidence in those she spends time with to implement their new skills and knowledge. Jess also challenges people to stretch themselves further than they thought they could go which leads to real business and life benefits. I would recommend her to anyone! - **Paul Gaut, Learning & Development Manager, TNT Logistics***

*I first worked with Jess Robbins and her team in 2011 when she played a significant part in transforming the leadership skills of one of my businesses that had been struggling to manage and lead their teams effectively. The result within a year was increased performance, reduced labour turnover and dramatically increased colleague engagement by 20 points.*

*Throughout 2012 I worked together with Jess on other projects, all very successful, until 2013 when she helped to dramatically change the ways of working of 20 of our most senior operations leaders. "The most powerful development I have ever had" is a common response from this population. Jess and her team are now teaching similar principles to the managers and supervisors of 900 branches within the group. I would have no hesitation whatsoever in recommending Jess and the team to anyone.*

***Iain Lewis, Divisional HR Director, Travis Perkins Group***

*Everyone found your introduction to NLP session really fascinating and was great to see everyone in the team so engaged and thinking positively for a change. It was really great how you brought NLP to life making the session interactive and getting everyone involved. Far too often these sessions are too PowerPoint focused where you start to lose people in the room. I definitely think we would like you to come in and run another session on NLP at some point in the future, as there is still so much to learn in this area. Just want to say a massive thank you for helping to make the day such a success, it was really great! - **Jack Scarborough, Proposition Manager, Lloyds Banking Group***

*...What will you say?*



Get in  
touch...



## Reed-Robbins Performance Solutions

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- Performance Psychology
- Influence & Persuasion
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- Presenting Skills
- Coaching Skills For Managers
- Unconscious Bias Training
- NLP Training & Qualifications
- Engagement Programmes
- Leadership Programmes
- Management Programmes
- Motivational Team Events