



TAD JAMES CO.



**YOUR COMPLETE  
NLP COACHING  
CERTIFICATION PROGRAM**



**Welcome to The Tad James Company**, the world's leading NLP and Hypnosis training organisation, where one of our core values is to Transform the Planet one person at a time.

The Tad James Company has been transforming lives since 1982, and over the years, we've seen our graduates from all around the world experience positive change, take control of their lives, and create the future they want.

We are happy that you've taken the bold step to improve your life and invest in your future, but moving from where you are to where you want to be requires positive change. The good news is, you have the power to create positive change by adjusting your thinking, and unlocking the secrets of your unconscious mind.

Through the modalities of NLP, Time Line Therapy®, NLP Coaching, and Hypnosis, you will learn techniques and skills that will empower you to release negative emotions and limiting beliefs. These skills will allow you to think creatively, define life goals, and realise your true potential. They will also help you identify the values that will keep you motivated and focused, long after training is over.

NLP skills can be applied to virtually every aspect of life, and the strategies you learn will take your business and relationships to the next level.

Now is the right time to explore new thinking and transform your life, so that you can be successful in this changing world.

Once you are empowered and start to experience excellent results in your life, you will become passionate about helping others do the same. Helping others transform is immensely satisfying. It's also the best way to create lasting transformation that will make our communities safer and more prosperous.

If you've ever wanted to positively impact the world by helping people transform, this integrative training curriculum you're holding in your hands can make that happen. It provides the knowledge, resources, and skills you need to start your own successful NLP practice and guide others to their own amazing, life-changing experience.

Congratulations on your decision to embark on this remarkable journey to challenge yourself to develop your consciousness, and transform your life.

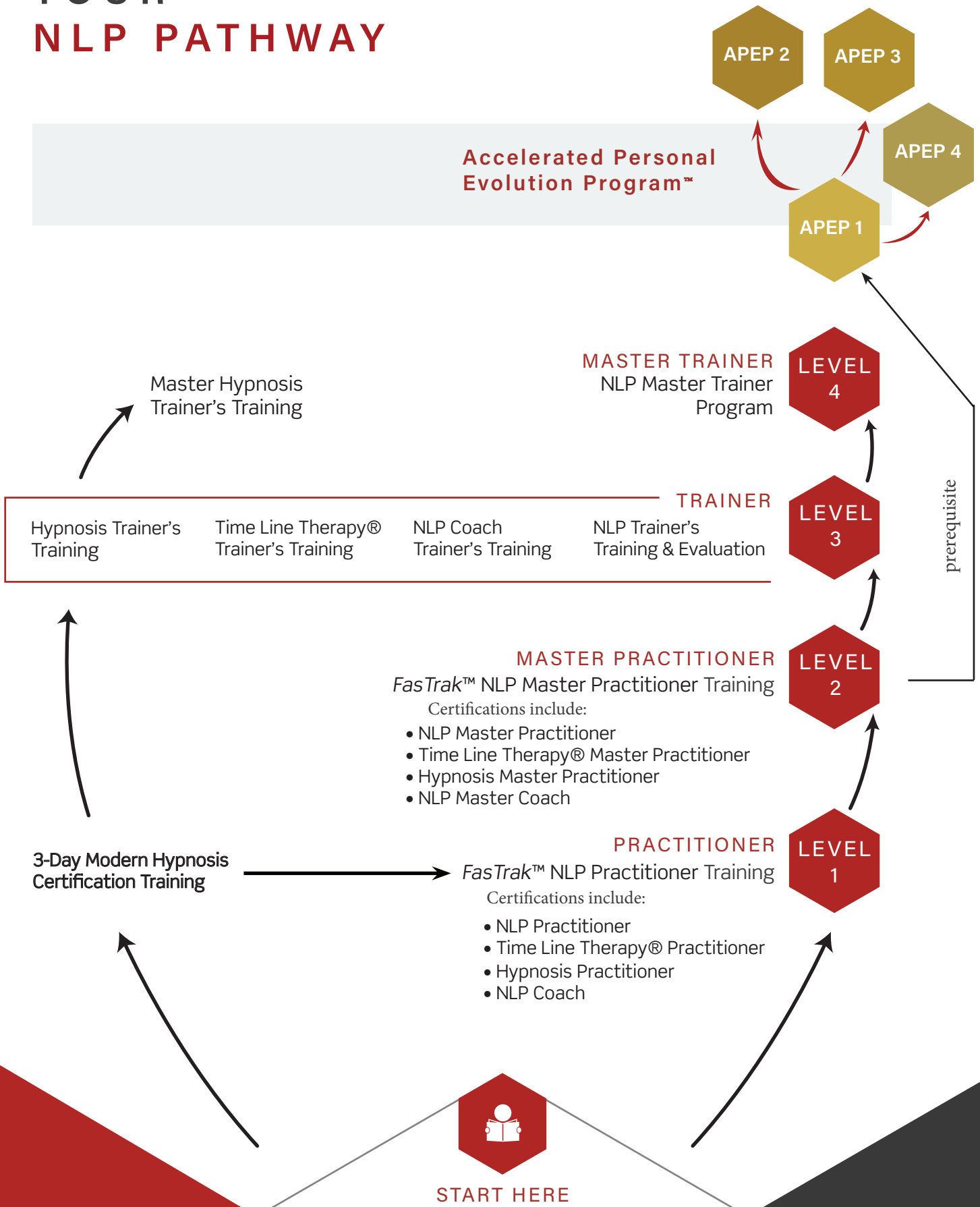
Thank you for joining us!

Dr Adriana James, M.A. Ph.D

Master Trainer of NLP, Time Line Therapy®, NLP Coaching, and Hypnosis

The Tad James Company

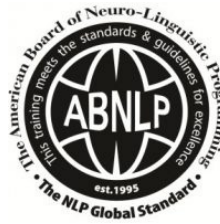
# YOUR NLP PATHWAY



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## *Recognition Through:*



# GRADUATE SUCCESS: **SANDRA MADAFFERI - Zero to Hero**

Thanks to The Tad James Company, Sandra Madafferi Reinvented Herself and is now Living her Best Life!

For Sandra, a former accountant, her experience with the Tad James Company has been nothing short of life-changing. She discovered The Tad James Company at a time in her life when she was experiencing serious personal challenges. The trainings she took helped her through those crises and propelled her to create a life she previously had not imagined possible.

Sandra sold her successful bookkeeping business in 2012 and planned to retire, but life had other plans. Personal setbacks lead her on a search for answers to some troubling life issues, and that's when she came across NLP.

She signed up for the 3-Day Modern Hypnosis Certification Training in 2013, fully expected to complete the certification just so she could make some money, but she was completely blown away by the power of the training at The Tad James Company and came back for more. Sandra went on to do the Trainer's Training and Master Practitioner courses and as her mindset and perceptions changed, so did her life and her results. Since then she has "completely turned everything around... and reinvented herself."



The training Sandra received allowed her to let go of her own limitations and create the reality she wanted, and she is now happy and self-assured.

"The only difference between that person and who I am now is that I've stopped the excuses."

After graduating from NLP Trainer's Training in 2017, Sandra developed a training program called 'Living with Intention'. The program is designed to help business owners gain an understanding of how unlocking the secrets of the unconscious mind can transform their lives and businesses.



Sandra now works with holistic business owners to create sustainable businesses. She helps them transform their mindsets and develop the financial skills they need to excel. In the future she plans to run training programs in more remote parts of Australia, and this fits wonderfully into the vision of the The Tad James Company to Transform the Planet one person at a time.

"I highly recommend The Tad James Company because of their first-class trainers and compelling content, and I can't say enough about the absolutely amazing ongoing support they provide."

# GRADUATE SUCCESS: GINA & GLEN PALMER

From Employees to Entrepreneurs - How Training with The Tad James Company transformed Gina and Glen Palmer

Before deciding to step off the road they were on and embark on a new journey in the business of NLP coaching and training, Glen was a financial planner and Gina worked at a University.



Glen was the first to start the transformation when he signed up for the NLP Practitioner training while still working as a financial planner. He was intrigued by what he learnt, continued with other classes, and never looked back.

Although Gina started a few years later, her journey was just as life-changing, because it gave her the personal fulfilment she always desired.

Glen and Gina started their business - Minds Tomorrow - in 2015, and made the dramatic shift from employees to entrepreneurs. They enjoy running their own NLP training business.

“It gives us the flexibility and freedom to work where we want and how we want in a way that’s going to have the greatest impact on people for their future.”

Glen and Gina are Master NLP coaches, Certified Trainers of NLP and Time Line Therapy®, and Trainers of Hypnosis. They are passionate about coaching and training, and they develop online training courses as well as do one-on-one coaching. Their business serves nurses, medical practitioners, business owners, and members of the Australian Defence Force.

Staying true to the vision of The Tad James Company to Transform the Planet one person at a time, Glen and Gina are spearheading the ‘Mini Fat Loss Program.’ This community initiative is designed to help stem the tide of obesity, and is an example of how NLP techniques can be used to impact every aspect of life.



NLP helped Glen and Gina develop a ‘can do’ mindset that changed their future. Having experienced such a profound awakening with NLP, they want others to also achieve personal transformation and unlock their greatest potential.

“The dynamic approach of the trainers and the fantastic course material available at The Tad James Company, makes it the ideal place to learn the life-changing NLP techniques.”

# 3-DAY MODERN HYPNOSIS CERTIFICATION

## DISCOVER THE RESOURCES OF THE UNCONSCIOUS MIND AND CREATE LASTING CHANGE.

This hypnosis training introduces you to essential techniques that can be used to powerfully transform lives, by discovering the resources of the unconscious mind. It is an engaging 3-day training that will equip you with the tools you need to start practicing Hypnosis right away.

### KEY BENEFITS

- Opportunity to start your own business upon completion of training
- Knowledge of the latest hypnosis techniques
- 3 full days of practical training
- Workbook and ready to use scripts provided

### WHAT THIS COURSE GIVES YOU

- Support from staff before, during and after the course.
- Credible, scientifically based process for creating change at an unconscious level.
- Techniques to create a powerful desire for change, and how to use that desire to initiate transformation.
- The ethics and legalities on which hypnosis is founded.
- Unique training which includes:
  - \* suggestibility testing
  - \* hypnotic inductions
  - \* deepening techniques
  - \* post-hypnotic suggestions
  - \* emerging technique
- The ability to conduct sessions with others in the areas most people seek Hypnotherapy;
  - \* Quit Smoking
  - \* Weight Loss
  - \* Performance Enhancement,
  - \* Stress Reduction
  - \* Pain Control (limited)
  - \* Self Hypnosis
- Recognition through World renowned associations: ABH and the IICT.



The 3-Day Modern Hypnosis Certification training will improve your mental and physical well-being, and create positive life changes in a short time. It will also provide the skills and solid techniques you need to help people overcome limitations, and produce the life changes they have long dreamed of.

# **FAS TRAK™**

## **4 IN 1 NLP PRACTITIONER CERTIFICATION TRAINING**

### **TRANSFORM YOUR MIND AND YOUR LIFE**

Prepare to change your mind and your life with the *FasTrak™* NLP Practitioner Certification Training. In just 7 days you will unlock the dynamic connections between mind, body, emotions and behaviour, and learn how to take control of your destiny.



Power up your life with The *FasTrak™* NLP Practitioner Certification Training. It will give you the confidence and self-belief to design the life you want, and influence others to do the same.

### **KEY BENEFITS**

- Gain a prestigious NLP certification from one of the longest standing NLP training organisations in the world.
- Enjoy the training with our world-renowned NLP Master Trainers.
- Four certifications in one course: NLP Practitioner, Time Line Therapy® Practitioner, Hypnosis Practitioner and NLP Coach.

### **WHAT THIS COURSE GIVES YOU**

- Core tools and techniques of NLP - language patterns, how to build rapport, how to control your feelings, behaviours, state of mind and mental processes.
- Expertise to harness the power of the unconscious mind.
- NLP skills to increase self-awareness and accelerate success in your personal life, business, and as a Coach.
- Knowledge of hypnosis that will give you the ability to transform your life, and help clients generate successful results.
- Time Line Therapy® Practitioner Certification Training that will help to remove emotional blocks, release negative thoughts and beliefs, achieve emotional freedom, and help you gain mastery of your life.
- Recognition through world renowned associations: ABNLP, TLTA, ABNLP Coaching Division and the IICT.



# FAS TRAK™

## 4 IN 1 MASTER PRACTITIONER CERTIFICATION TRAINING

### MASTER ADVANCED NLP TECHNIQUES AND SUPERCHARGE YOUR LIFE

The *FasTrak™* NLP Master Practitioner Certification Training will create the transformation you need, to achieve self-mastery and continuous success. It is the obvious next step to the *FasTrak™* NLP Practitioner Certification Training, because it builds on the valuable skills already acquired, and provides new levels of understanding that will supercharge your life.

#### KEY BENEFITS

- Earn 4 Master Level Certifications in one training course: NLP Master Practitioner, Time Line Therapy® Master Practitioner, Hypnosis Master Practitioner and NLP Master Coach.
- Understand values from the perspective of our human evolution through the introduction to the work of Psychologist Dr Clare Graves.
- Become an NLP Master Coach, and create a successful coaching business.
- Master the methods and practices of Hypnosis through the introduction to the work of Dave Elman and Psychologist George Estabrooks



Qualifying as an NLP Master Practitioner Training will help you gain self-mastery, and achieve success you never imagined possible. This course will strengthen your understanding of NLP, and give you the tools to help others achieve breakthrough transformation.

#### WHAT THIS COURSE GIVES YOU

- Ability to comprehend your personal values, and insight into how they can motivate you to achieve true fulfilment.
- Keys to incorporate your values into your personal and professional life.
- Gain the license to print your own 'Coaching Values Inventory™' for your clients and students.
- Skills to use Quantum Linguistics to create conversational change, remove limiting beliefs, and enhance negotiation skills.
- Understanding of how to incorporate Quantum Thinking into your NLP Coaching practices to achieve the outcomes you want.
- Ability to explore your unconscious inner patterns that make you who you are, and learn how to harness their power in business and with clients.
- Recognition through world renowned associations: ABNLP, TLTA, ABNLP Coaching Division and the IICT.

# NLP TRAINER'S TRAINING & EVALUATION

## BECOME A WORLD CLASS NLP TRAINER

Unleash your personal power with our transformational NLP Trainer's Training and Evaluation. This training will take you to a whole new level, by introducing you to advanced NLP techniques and perspectives that will elevate your skills, and give you profound insights into your own abilities.



- An unbeatable stage presence; stand out as a leader and develop the ability to engage an entire audience
- The accreditation and confidence to take your business from one on one to one to many.
- Recognition through world renowned associations: ABNLP and the IICT.

This course is open to anyone with Master NLP Practitioner Certification, but all applicants will be screened by The Tad James Company prior to admission.

The NLP Trainer's Training and Evaluation will engage and challenge you. You'll have an amazing time as you broaden and deepen your NLP knowledge and skills, and learn how to better motivate and inspire others.

### KEY BENEFITS

- Be inspired over 18 days of intense training with world leading NLP expert Dr. Adriana James, and other Master NLP trainers.
- Become a bullet-proof presenter, confident speaker and leave with an unbeatable stage presence.
- Knowledge to run your own Trainings in NLP and certify Practitioners and Master Practitioners of NLP.

### WHAT THIS COURSE GIVES YOU

- Techniques to manage and take the lead in group environments such as presentations, seminars, or workshops.
- The ability to walk out as an authority in the NLP field and communicate your ideas to others.
- Keys to motivate and empower others to overcome their limitations, and take control of their lives.
- Experience to design effective training solutions that will help you achieve outstanding results with your clients.
- Tools to become a transformational NLP trainer.



# HYPNOSIS TRAINER'S TRAINING

## TRAIN AND EMPOWER OTHERS

If you want to explore the different aspects of hypnosis, and are ready to take the giant leap to train others in this exciting profession, then Hypnosis Trainer's Training is for you. This specialised training gives you the techniques and methods you need to become a first-class Hypnosis trainer.

### KEY BENEFITS

- 5-day training presented by Dr Adriana James and other Master Trainers.
- Once joined the ABH at the Trainer level, receive the training manuals, slides and everything you need to start creating mass change with Hypnosis.
- Become an expert Hypnosis Trainer.

### WHAT THIS COURSE GIVES YOU

- Knowledge to run your own Trainings in Hypnosis and certify Practitioners and Master Practitioners of Hypnosis.
- Valuable concepts and techniques you need to teach practitioners the keys to personal change and lasting success.
- Techniques to Master Conversational Hypnosis and Deep Trance Phenomena.
- Expertise to organise and run your own hypnosis stage show or introduction workshops.
- Tools to teach 4 different types of hypnosis: Ericksonian, Estabrooks, Elman, Krasner.
- Ready-to-go Hypnosis Trainings which will have your students recognised by the ABH.
- Recognition through world renowned associations: ABH and the IICT.



### PREREQUISITE: MINIMUM 100 HOURS OF PRIOR HYPNOSIS TRAINING

By attending the Hypnosis Trainer's Training, you will gain the necessary expertise and practical experience to become an exemplary trainer. This exceptional course provides skills that prepare you to conduct your own hypnosis certification courses, and develop a thriving hypnosis training business.

# GRADUATE SUCCESS: TERENCE JIAM

## Training With The Tad James Company Opened up a World of Possibilities for Terence Jiam

Terence started his NLP journey in 2010 with the Master Practitioner course, and in 2017 he did the NLP Trainer's Training. The trainings he received have far exceeded his expectations and forever changed the path of his life.



With a background in corporate training, Terence assumed he knew what training was all about, but he quickly discovered that NLP was different.

“The combination of quality trainers and course content at The Tad James Company inspired a radical mindset shift, and opened up a world of countless possibilities for me.”

After completing NLP Trainer's Training and returning home to Malaysia, Terence decided to offer only NLP trainings exclusively going forward. Keeping focused on that goal kept him motivated despite the challenges he faced as he got his new training business off the ground.

In 2018 Terence experienced another breakthrough when he signed up for the NLP Master Trainer Program. After this, he experienced tremendous personal and professional growth, and his business also grew.

He currently works with business owners, mainly trainers in the insurance industry, helping them accomplish their goals and take control of their future.

The training and coaching he received at The Tad James Company helped Terence recalibrate his life, and create the positive change needed to take his career as a trainer to a new high.

He now offers far more value as a trainer, and has also been able to achieve a level of financial success that he never thought possible.

“I highly recommend The Tad James Company because of their phenomenal trainers, and powerful training content, as well as the environment they provide for growth and development. The transformational and supportive learning space they create to make students feel empowered and confident.

If you really want to experience growth... and get better and better, The Tad James Company is the right place for you.”



# TIME LINE THERAPY® TRAINER'S TRAINING

## BREAK FREE FROM THE PAST AND TAKE CONTROL OF YOUR FUTURE

Master new frontiers in NLP with Time Line Therapy® Trainer's Training. With this course, not only will you learn how to certify Practitioners and Master Practitioners in Time Line Therapy®, but also accelerate your impact by learning how to do Time Line Therapy® with groups.

### KEY BENEFITS

- Self-paced online training pre-recorded and presented by Drs. Tad and Adriana James.
- Offer an additional certification in your NLP Trainings, providing you with a valuable niche that will set you apart.
- Run your own breakthrough weekend seminars, retreats and workshops.

### WHAT THIS COURSE GIVES YOU

- Skills to teach Time Line Therapy® at the Practitioner and Master Practitioner level and how to deliver Time Line Therapy® in groups.
- Understanding of how to set goals and put them in a future time line with groups.
- Concepts and techniques to deliver your own version (i.e. change the name) of Dr. Tad James' 'The Secret of Creating Your Future™ Seminar'.\*
- Become an expert in the most profound human change tools
- Once joined the TLTA at the Trainer level, attain the full Trainer support materials with slides and manuals so you can start training right away.
- Recognition through World renowned association: TLTA.



### PREREQUISITES: TIME LINE THERAPY® PRACTITIONER, TIME LINE THERAPY® MASTER PRACTITIONER AND NLP TRAINER'S TRAINING.

The Time Line Therapy® Trainer's Training will give you the confidence and skills to teach Time Line Therapy® effectively. In so doing, you will impart critical knowledge that will empower people to reset their lives and take control of their future.

\*The Secret of Creating your Future® is a transformational two-day breakthrough seminar that Dr. Tad James created. The Trainer takes course participants through NLP, Time Line Therapy® and NLP Coaching techniques to assist them in having a profound and life-changing breakthrough.

When you are a Trainer of Time Line Therapy®, we encourage you to create your own version of this seminar (i.e. change the name) as a fantastic way for you to introduce students to your NLP and Time Line Therapy® Trainings.

The Secret of Creating your Future® and Time Line Therapy® are worldwide Registered Trademarks of Dr. Tad James.

# NLP COACHING TRAINER'S TRAINING

## BECOME AN NLP COACH AND HELP OTHERS CREATE THEIR BEST LIFE

Take your NLP knowledge and expertise to new dimensions with the NLP Coaching Trainer's Training. If NLP Coaching has made such a difference in your life that you would like to run your own NLP Coaching Practitioner and Master Practitioner courses to help others create their best life, this is the course for you.



### **PREREQUISITE:**

### **TIME LINE THERAPY® TRAINER'S TRAINING**

NLP Coaching Trainer's Training is a challenging and exciting course that teaches you how to be an inspiring trainer that motivates other trainers and coaches to be their absolute best. It is the ideal way to help others realise their dreams, and create their best life.

### **KEY BENEFITS**

- Gain the fluency you need in NLP Coaching to excel as a trainer.
- Self-paced online training, pre-recorded and presented by renowned and respected NLP Master Trainers Drs. Adriana and Tad James.
- Correspondence training that allows you to learn at your own pace.
- Learn how to teach Dr Clare Graves Values; one of the most advanced systems for understanding human behaviour and a practical guide for how your students can implement this knowledge to grow their Coaching businesses.

### **WHAT THIS COURSE GIVES YOU**

- Skills to train other students in NLP Coaching at Practitioner and Master Practitioner levels.
- Deeper understanding of international Coaching standards and how your training will exceed these.
- Insights into the superior positioning of NLP Coaching in relation to other coaching standards.
- Skills to teach using the Coaching Values Inventory, and a license to print your own copy/version to use in your teaching and with clients.
- Ability to teach students how to be Life, Business, Success, Wealth and Health Coaches.
- Licence to use Creating Your Future® Training manual for your courses.
- Recognition through world renowned association: ABNLP Coaching Division.

# NLP MASTER TRAINER PROGRAM

## ACCELERATE AND FAST TRACK YOUR BUSINESS GROWTH

Start the journey of becoming a Master of NLP. Learn what it takes to run a business that grows year upon year while being a part of the world's largest NLP Trainer Community. This is a 5-year program that delivers a proven system that helps NLP Trainers improve and develop their training business.

### KEY BENEFITS

- Mentorship by highly experienced Trainers with a reputation of excellence.
- Interactive yearly process with Zoom Webinars, the online Master Trainer Social Network and international community connections.
- Once joined the ABNLP at the Trainer level, gain access to all of The Tad James Company manuals, slides, and training resources that will have you gain immediate traction in setting up your group work.



### WHAT THIS COURSE GIVES

- Skills to create a marketing plan that will have you become a global brand.
- Step by step guide and projects on how to grow your trainings.
- Opportunity to learn the most successful business model on the planet.
- Accountability for your goals and Business Development.
- Priority assisting allocation at The Tad James Company trainings and learn all of the most up to date material in the industry.
- Recognition through world renowned association: ABNLP.

**Participants must be ethical and hold high standards of integrity and must also complete all projects on the forum.**

The Master Trainer Program uses transformational training methodology that will help you realise your true potential as a trainer. The program will also get you fired-up about your goals and visions, so that you can achieve greater success and live by design.

# BUSINESS SUCCESS PACKAGE

## Everything you need to build a successful lucrative training company

Build a successful training company with the complete support of slides, manuals, and a full year of our Master Training program mentorship.

Model the best in the business and get immediate returns, while transforming the lives and businesses of other trainers.



## WHAT'S INCLUDED IN THE BUSINESS SUCCESS?

- NLP Practitioner
- NLP Master Practitioner
- NLP Trainers Training
- Hypnosis Trainers Training
- Time Line Therapy® Trainer's Training
- NLP Coaching Trainer's Training
- Master Trainer Program Year 1

## Set up Your Training Business for Long Term Success

With the Business Success Package, you can set your students up for success by certifying them in four life-changing modalities:

- NLP, Time Line Therapy®, NLP Coaching, Hypnosis

# ULTIMATE LIFE SUCCESS PACKAGE

The Ultimate Life Success Package builds on the Business Success Package by having students complete the remaining 4 years of the Master Trainer Program and ensuring that, as Master Trainers, you leave your mark on the world.

Commit to the Ultimate Life Success Package to:

- Be held accountable for your success in life and business along with continual personal and professional growth.

- Be kept up to date with the latest industry knowledge through assisting at The Tad James Company trainings and being a part of the Master Trainer Forum.
- Attain the highest status and level of expertise in the NLP industry; Master Trainer
- Keep in touch with the global community of NLP Trainers and build a strong network



# NOTES



The Tad James Company



Tel: +1 (702) 440 - 4823

[bogdan@nlpcoaching.com](mailto:bogdan@nlpcoaching.com)

[www.NLPcoaching.com](http://www.NLPcoaching.com)