Neuro-Linguistic Programming (NLP) strategies for Managers

September 7-9, 2017
MDI Campus, Gurugram
Introduction

Wikipedia describes NLP as “a field of human endeavor concerned with empirically studying and modeling human performance and excellence, with the goal of creating transferable skill sets.” Primarily, it is a technique of influencing the conscious thought and action by working upon the unconscious thought and action. It fundamentally helps people to change themselves by teaching them to program their brains. It is a user manual of our brain and is also referred to as ‘Software for the Brain’. It unknowingly works on the unconscious mind, constantly influencing the conscious thought and action. In sum, it is a subjective experience.

NLP is applied in various fields ranging from very delicate areas like clinical psychology to some flashy fields like sales training. On one hand, it can be used by the doctors to heal their patients suffering from various psychological ailments, on the other hand it can be used to improve the selling/customer service or client management skills of the salespersons by establishing a rapport with the customer instantaneously. By understanding the programming of the brain, NLP can help relieve various types of stress, provide a good environment for creativity or brainstorming at work, team building, and motivating people to perform well by boosting their confidence through realization of self and others.

There are various types of interventions possible through NLP. Today’s managers can use these interventions in a strategic manner to place the right person at the right place, change passive acceptance to active ownership, achieve sales, improve customer satisfaction and execute right psychological interventions to boost creativity and motivation of self and others.

Objectives

After going through this management development programme, the participants would be able to:

• Recognize the congruent and incongruent states of people whom they guide and be able to facilitate the appropriate emotional state for any given situation.
• Identify with those that they guide or coach in such a way that they create a climate of trust, respect, and confidence to achieve corporate goals.
• Build rapport as a lifestyle with whomever they come in contact in whatever context.
• Give the feedback in such a way that it is accepted and leads to improved performance.
• Have a compelling outcome or vision for themselves at all times.
• Effectively use NLP interventions strategically in various situations.

Contents

• Understanding Neuro-Linguistic Programming
• NLP Presuppositions
• Understanding Self and Others
• NLP Interventions (Techniques)
• Application of NLP Interventions
• Use of NLP interventions for Strategic Purposes
• Assessing the result

Pedagogy

The entire program will be conducted majorly in a workshop mode and will include the following:

• Lectures
• Expert talks
• Role Plays
• Real life Problem Solving
• Self-assessments
• Situation Handling exercises

Interested Audience

The program is meant for mid to senior level managers in government/private and non-government organisations including people in HR, Sales and all client facing organisations.

Venue and Duration

The program is scheduled during September 07-09, 2017 on residential basis at MDI Gurugram campus, Sukhrali, Gurugram (Haryana). Accommodation for participants would be available from the noon of September 06, 2017 to the forenoon of September 10, 2017.
Discount Policy
With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees
Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is **Rs. 36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **GST as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of “Management Development Institute, Gurugram (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates
The last date for receipt of nominations is August 25, 2017. The last date for withdrawal of nominations is August 29, 2017. Any withdrawal received after this date will be subjected to deduction as per the institute’s rules. However, substitution may be permitted.

**Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.**

Enquiry
For any Additional information / enquiry, please write to:
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Shiv is working as an assistant professor in the area of Strategic Management at Management Development Institute, Gurugram. He is a PhD. in the area of innovation from Vinod Gupta School of Management, IIT Kharagpur and an MBA from DDU Gorakhpur University. His core area of teaching research and consulting is innovation and growth through innovation. His objective of research is to bridge the gap between industry and academia. He has written several cases that are published with the Case Centre, Richard Ivey School of Business, United Nations PRME collection and in various case books. His cases range from airline, steel, water, board governance and internationalization, development to entertainment and sports industry. He has written few articles also on the innovations for the bottom of the pyramid, sustainability and has consulted more than 100 small scale units in the rural areas of West Bengal and Tamilnadu.

He has been a consultant for some nationwide projects in Bangladesh, Nepal and Saudi Arabia. His research has appeared in various international journals on innovation like Technology Innovation Management Review. He has written a book titled International Business: Theory and Practice published by Sage Publications. He is an active member of International Society for Professional Innovation Management, UK; Strategic Management Society, USA and Academy of International Business.

He takes courses like Mergers and acquisitions, corporate governance, international business and innovation strategy. He has trained or provided consultancy to many organizations e.g. IETE, LML, IRPS, IOCL, Hindustan Copper, LIC, BSF, Exide, HCL, Zuari Furniture, IFFCO, GE Healthcare, CESC, BSES, CRPF, Nepal Banking Institute, RBI, DGR (Ministry of Defence), National Academy of Defence Production, Allahabad Bank, Motorola, Delhi International Airport, Haryana Civil Service, BSES Yamuna Power etc. to name a few. He has a work experience in corporate and academia of more than 14 years. In his corporate stint he worked with Century plyboards and Exide. In his last corporate job he used to look after the automotive, power, projects, defence, BFSI and fast moving business of eastern UP including sales and service. He is a wildlife photographer and an aero-philatelist and pursues these as a hobby.

He has conducted NLP workshops in the past for Institution of Electronics and Telecommunication Engineers, Indian Railway Personnel Service and IFFCO.
The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India. As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded an “A” Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:
- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

**MDI’s International Partners**

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts. USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d’Etudes Politiques de Paris (Sciences-Po), IAEAix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management. Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Universita Carlo Cattaneo. (ILUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State. Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School “MIRBUS”, Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.