



## BUSINESS PSYCHOLOGY PROGRAMME **for Leaders and Managers**

## About Fastforward Training & Development

We are one of the most unique training & development organisations in the UK, specialising in human behavioural psychology in the corporate arena.

Founded by a team of behavioural psychologists, entrepreneurs, business development consultants and international trainers, we have studied and created some of the most radical new business development programmes in the world.

Our concern is that the business technological capacity has now raced way beyond the human psychology capacity and it's time for redressing this balance.

Business uncertainty, the economy in general, social, personal and health issues are creating "cluttered thinking".

.....we begin by targeting the root causes of "cluttered thinking", whilst paying attention to:

### Turnover

Our approach is to teach businesses to use a psychological thinking advantage to initially increase creativity and ultimately increase income.

THOUGHTS → WORDS → ACTIONS → RESULTS

### Expenditure

Our approach is to teach businesses to use the psychological thinking advantage to reduce or effectively manage expenditure.

THOUGHTS → WORDS → ACTIONS → RESULTS

### Assets

Developing the thinking capacity of our biggest assets... ourselves and our people! This can lead to an increase in corporate creativity.

THOUGHTS → WORDS → ACTIONS → RESULTS

### Liabilities

Underperforming people are a huge liability. From a psychological perspective the root of the issue can be traced to the quality of a persons thoughts.

THOUGHTS → WORDS → ACTIONS → RESULTS

### Profit

Our teachings applied to your company daily, can cause your profits to soar.

THOUGHTS → WORDS → ACTIONS → RESULTS

Our Business Psychology training is a fundamental part of bridging the gap between personal development and business applications.

## Business Psychology Programme Outcomes

### “All we are....is change”

By undertaking this programme, you will:

Start to understand human communication potential

- How humans communicate in terms of systems, process and neurology.
- Understanding the structure of overload and overwhelm.

Begin to think differently about your goals

- Mission first – start with the end in mind!
- Eliciting and driving compelling and well-formed outcomes.

Trial advanced linguistic techniques

- Improve communication with individuals and groups.
- Use techniques to ensure agreement and compliance.
- Recognise and deal purely on the level of factual and verifiable information.

Sample alternative leadership and management styles

- Understand different leadership and management styles.
- Explore the beliefs of some of the worlds top leaders

Be introduced to dealing effectively with conflict and stress

- Understand the positive intentions behind conflict.
- Begin learning simple techniques which can reduce stress.

Take a step towards reading body language and non-verbal “tells”

- Reading of body language and unconscious “tells”.
- Gain exceptional rapport with everyone.
- Learning to hear what isn’t being said.

The organisational benefits of accelerated learning

- Begin to tap into individual’s natural ability to learn quickly.
- Improving memory retention and recall.

Embark on a journey towards managing emotional states

- Learn how states, behaviour and physiology are interlinked.
- Develop “success states” naturally and easily.

## Taking Potential... and Managing It

We know the potential of the human mind, and we use the latest psychological techniques to assist people with creating incredible change. Famous leaders on the world stage who subscribe to this psychological technology include:

- Barack Obama - President of the USA
- Tony Robbins - Worlds number 1 motivational speaker
- Stephen R Covey - Renowned author of the "7 Habits of Highly Effective People"
- Richard Branson - British entrepreneur and founder of the Virgin brand
- Warren Buffet - Worlds' most successful entrepreneur
- Bill Gates - Founder of Microsoft
- Oprah Winfrey - US Talk Show Host and richest African-American woman ever

## What Clients Say About Us

We like to blow our own trumpet sometimes, but it's even better when others do it for us, so here is just a small selection of some of the things people say about us and our training programmes:

"Without a doubt, the best trainers and the most useful training being delivered anywhere in the UK."

*KEITH HULME, ADVANCED SKILLS TRAINING LTD (National Training Award Winner 2009)*

"The course was very well run, was fun and challenging and exceeded my expectations and all aspects of the course were beneficial. I strongly recommend the course and endorse working with these guys. Brilliant."

*ANDREW STODDARD, MD, ABOVE & BEYOND ARCHITECTURE*

"I am feeling so calm, relaxed comfortable and making it easy on myself. I am giving myself the time and space to appreciate the amazing transformation that is happening. Absolutely amazing!"

*LIZ NICHOLSON*

"This course was an epiphany....an oasis. It wasn't hard work, this was re-creation."

*MARK SNEDDON, HEAD OF CPD, YORKSHIRE MARTYRS CATHOLIC COLLEGE*

"WOW- it was amazing. I have learned so much about myself and know that I am at the start of a great journey...Thank you!"

*CAROL RICHARDSON, DIRECTOR, LIBERTY TRAINING*

"This course allowed me to look inside and find out the real cause of my behaviour and patterns."

*JOHN KUPSE, DIRECTOR, AROMASK RECRUITMENT*

"A number of interesting thought processes and new tools. Very focussed, delivery was well paced"

*DAVID GAGEN, BUSINESS LINK STRATEGIC ADVISOR*

"The light bulb lit up when we looked at modelling excellence. Wouldn't change any of the sessions. Good content and very good delivery, engaging. Too many courses get boring, but this one held my attention all day."

*PAUL NORTON, MD OF PREMIER RECRUITMENT*

"To summarise...amazing."

*SARAH HAMBURGER, RESEARCHER, SPRING RESEARCH*

## Our Global Recognition

### Resources Website

Our training programmes are recognised throughout the world as providing excellence from a number of leading behavioural psychology academies including:

- International Network for Humanistic Neuro Linguistic Psychology
- ITA (International Trainers Association)
- ABHNLP
- The Society of Neuro Linguistic Programming
- GONLP (The Global Organisation of NLP) and BBNLP (British Board of NLP)



## Training and Investment

### Self Investment

A direct payment from you or your company to FFTAD.

### Grant Funding

FFTAD has secured access to specialist funding for part or all of your training as long as you meet with the criteria. Please call our office on 015394 42274 for details.

### Training Loans

For any shortfall that you may have within your training budget then at FFTAD we also have access to a specialist loan facility

## Getting Started Now

### 1 day business psychology programme

With an investment of only £500 + VAT for the day, you will receive access to our dedicated training team, course material and refreshments. Call 015394 42274 or email [info@fftad.co.uk](mailto:info@fftad.co.uk) for full programme information.

### 2 day accelerated business psychology programme

With an investment of only £1000 + VAT for this 2 day course, you will receive access to our dedicated training team, course material and refreshments. Call 015394 42274 or email [info@fftad.co.uk](mailto:info@fftad.co.uk) for full programme information.

## Training with Peace of Mind

In order to provide complete peace of mind, we offer: ...

### ...a financial guarantee

Any delegate, having reached the end of the programme with full participation, who can demonstrate that they have not benefitted in any way from the training, will receive a full refund of training fee.

### ... a quality guarantee

Our products and services are tested internally before we promote them to the wider market. Whilst our training is quality assured we remain permanently open to feedback that will continue to help us to develop our courses further.



## Taking Action

We hope that this document has answered some of your questions, and given you plenty to consider.

So you can choose to...

1. **Do nothing**... stay as you are for now
2. **Ask more questions**...request more details, call 015394 42274
3. **Sign up for this experience**, call 015394 42274

We encourage you to **NEVER LEAVE THE SCENE OF A DECISION WITHOUT TAKING ACTION!**

For more information or to discuss any aspect of our training programs in any of the following ways, please contact:

### YORKSHIRE OFFICE

4th Floor Folly Hall Mills  
Patterdale Chapel Hill  
Huddersfield  
HD1 3LS

### CUMBRIA OFFICE

St Catherine's Cottage  
Patterdale Road  
Windermere  
Cumbria  
LA23 1NH

### MERSEYSIDE OFFICE

7th Floor Silkhouse Court  
Tithebarn Street  
Liverpool  
L2 2LZ

Please contact us on **015394 42274** or email **info@fftad.co.uk**

**Visit our website at [www.fftad.co.uk](http://www.fftad.co.uk)**