



本課程已納入  
教育局  
持續進修發展計劃

持續教育學院  
School of Continuing Studies  
**NLP in Communication & Leadership**

**Course Introduction 課程簡介**

The Course aims to equip participants with People Skills (Neuro Linguistic Communication Skills) as well as traditional Management Skills. The synergy effect thus created will enable participants to attain peak performance through breakthrough in mindset and enriched communication skills. The knowledge and techniques of Neuro Linguistic Programming (NLP) helps the participants to gain competitive advantage.

After the course, students can learn:

- Effective & efficient communication skills
- Increase in self-confidence
- Increase in influencing and motivation power
- Systemic thinking for decision making and strategic planning
- Enhanced interpersonal & intrapersonal relationships

**Course Outline 課程大綱**

**I. NLP in Communication**

- Session 1: Representation System & Submodalities
  - How to communicate effectively with people of different preferred mode of communication (V, A, K, Ad)
  - What are submodalities?
  - Changing submodalities
    - ◆ Changing habits
    - ◆ Swish Pattern
- Session 2: Developing Sensitivity or awareness
  - Use of Perceptual positions
  - Associate and dissociate

**II. NLP in Leadership**

- Session 3: Strategic Thinking Skills I – Goal Setting
  - Identification of the Present State
  - Defining the Well – Formed (well –framed) Desired Goals
  - S.M.A.R.T. Goals
  - Use of “What if” & “As-if” Frame
  - Use of “Ecology” Frame & “Integration” Frame
- Session 4: Visionary Leadership
  - Visionary Leadership
    - ◆ Vision statements
    - ◆ Conveying your vision picture to your team
    - ◆ Building the “Intervision”

**Target Audience 對象** People interested in Success & Happiness / Positivity

適合對有興趣於成功、快樂及擁有正面看法的人士修讀；報讀者須完成 NLP Basics 或相關課程。

**Instructor 導師簡介** Dr. Alex Cheung, Ms. Rosabella Hui & Mr. Frank Cheung

張國維 博士／許鳳珊 小姐／張自明 先生

**Dr. Alex Cheung**

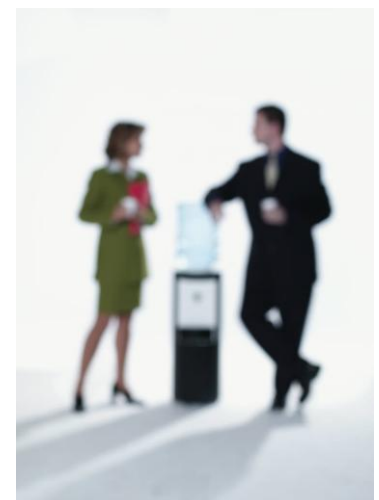
- Master Trainer of NLP & Certified Coach Trainer of ABNLP
- Fellow of the Chartered Management Institute, UK (FCMI)
- Fellow of the H.K. Institute of Directors (FHKIoD)

**Ms. Rosabella Hui**

- Certified NLP Trainer of the International NLP Academy
- Certified NLP Master Practitioner of the International NLP Academy
- Certified NLP Management Coach of Academy of Executive Coaching in China

**Mr. Frank Cheung**

- NLP Master Coach (ABNLP)
- NLP Master Practitioner (ABNLP, IANLP)
- Timeline Therapy Master Practitioner (ABNLP)



**Medium of Instruction 授課語言** Cantonese 中文

**Venue 上課地點** Alameda Dr. Carlos D Assumpção 335-341, Hotline Centre, 10/F, Macau  
澳門新口岸宋玉生廣場 335-341 號獲多利中心 10 樓

**Course date & time 上課日期**

14 Sept, 2013 ~ 21 Sept, 2013	Sat 10:00 - 17:00	Course code: 1304290284	(Total hrs: 12)
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**Tuition Fee 課程費用** MOP 2,000      **Class Size 收生名額** 10 people

All fees are non-refundable and non-transferable. (The school has full right to withdraw any course anytime).

Therefore, student is advised to consider carefully about the course time and personal situations before application.

所有費用一經繳交，恕不退還或轉讓（本院取消開辦該課程除外）。因此，報讀者於報名前，請考慮清楚上課時間及視乎個人具體情況而決定報讀與否。

**Enquiries 查詢** Tel: 8796 1999 / 8796 1998      Email: [scs@must.edu.mo](mailto:scs@must.edu.mo)

Website: <http://www.must.edu.mo/scs-tw/admission/diploma-certificate-programs/news>

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We also offer in-house training for corporations/Government Departments/schools, tailor-made with respect to your choices of topics, time, place, and group of attendees. Please contact us for more information.

我們亦為機構/政府部門/學校等提供內部培訓，按各機構不同之要求(主題/時間/地點/對象)而訂定培訓內容。請與我們聯絡。