



**PRACTICAL EDUCATION FOR  
EXECUTIVES S.C.**

**HIGH PERFORMANCE IN THE PRACTICE OF STEP BY  
STEP BUSINESS**



*Thought principles which develop human talent and  
take your organization to leadership*

## High Performance in Business Practice

The performance of key personnel in a company requires the highest ability levels, as well as of their knowledge and competence, in order to perform in a constantly changing world. Neurolinguistic Programming takes part in the development of thought strategies which develop the participant in every area of his life.

## What does it consist of?

In this seminar-workshop people will be involved in a surprisingly participative and reflexive dynamics.

**Objective:** This is a unique course directed to people who have to bring excellent results to their company. It is directed to the development of the abilities which will lead the business to success.

### Development of the participant's leadership abilities

To give you and your personnel a total vision of the company and its highest impact areas

To furnish you with the highest management abilities needed for correct decision making.

To give you reliable and secure tools for your work.

To deliver successful tools for sales which will assure surprising results.

To appreciate how other companies have achieved success in difficult times.

To be updated in the best business practices and the best thought models.

## Who is it directed to?

- ◆ Businessmen
- ◆ Boards of Directors
- ◆ Managers
- ◆ Employees

- You can be an effective leader in your company.
- You will maintain the key decision making required to give your company a higher competitive advantage.
- Your contact with the personnel will lead their actions to be effective in their working habits.
- Development and implementation of sales strategies, through example models.
- This is a six month presentation designed to develop high performance in your company.

### 1st month

- Definition of NLP (Neurolinguistic programming) and a description of how it is applied to Business Practice.

### 2nd month

#### Communication

- A presentation of the key variables to be handled in order to create a context where effective changes are achieved within the company.

### 3rd month

#### Sales

- Communication systems which operate within a company – central life or the most important part of a competitive and modern company in today's market
- Prospecting, follow up and closure. Sharing success.

### 4th month

#### Language usage

- Presentation of a model to promote excellence in verbal communication, the "Verbal Package"

- ❑ Presentation of the pattern that has to do with the Representation system and its performance and effectiveness in business practice.

### 5<sup>th</sup> month

#### Corporal language

- ❑ The use of activities to transmit messages of utmost importance regarding plans, culture and actions of great value for the company.

### 6<sup>th</sup> month

#### Team work

- ❑ Preparation and use of high performance activities to develop formal and informal leaders, who will inspire the rest of the company to act successfully in regard to the company's objectives.
- ❑ Customer service: Getting ahead of the needs.
- ❑ Participation: the delicate balance between participating and maintaining effective leadership in a company: the specific responsibilities of leaders in an atmosphere of participation.
- ❑ Multiple Perceptual Positions: the systematic use of multiple perceptual positions to assure the high quality of the compilation of information from customers, suppliers... a connection net with the customer's company in which coordination and cooperation are necessary so that the company fulfils its objectives. The application of patterns for a high performance in the development of leadership practices is also included.

## Duration

- Two eight hour days a month, for 6 months

## Number of Participants

- Depending on the established strategy.
- It is convenient to make periodical visits to your company in order to detect the areas in which we need to make changes whose impact will mark a difference.

Sincerely,

**Lic. María Teresa Zavala Alarcón**  
General Director

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