



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

USE NLP TO



UNLEASH THE LEADER WITHIN



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
Taman Danau Saujana, 53300 Kuala Lumpur
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AN OVERVIEW

In today's complex organisational environment, leadership effectiveness extends beyond technical competence. Leaders are increasingly required to demonstrate emotional intelligence, self-mastery, and the ability to influence and inspire others authentically. Research consistently shows that emotionally adept individuals—those who understand and manage their own emotions while reading and responding effectively to others—are better positioned to lead, engage teams, and navigate organisational dynamics. Such leaders display clarity under pressure, alignment between values and behaviour, and credibility in their interactions.

Use NLP to Unleash the Leader Within is a structured leadership development programme designed to help participants access their inner resources, overcome internal barriers and elevate their leadership presence. Grounded in Neuro-Linguistic Programming (NLP) principles and practical leadership models, the programme focuses on developing self-awareness, rapport-building capability, values-driven leadership, and behavioural alignment. Participants will leave with practical tools to strengthen personal leadership effectiveness, build trust-based relationships, and apply sustainable leadership practices in real workplace contexts.

DURATION: 2 Days

WHO SHOULD ATTEND

This programme is designed for:

- Emerging and aspiring leaders
- Supervisors and team leaders
- Middle managers and department heads
- High-potential talent identified for leadership development



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PROGRAMME OBJECTIVES

By the end of this programme, participants will be able to:

- Identify and address personal and organisational leadership challenges using NLP-based frameworks
- Increase self-awareness through understanding the interaction between conscious and unconscious thought processes
- Access internal resources to overcome limiting beliefs and behavioural barriers
- Build authentic rapport and influence across diverse stakeholder groups
- Align personal values with leadership behaviours for greater authenticity and credibility
- Develop actionable leadership plans to apply learning in daily work environments

LEARNING OUTCOMES

Upon completion, participants will demonstrate the ability to:

- Demonstrate improved decision-making by leveraging conscious and unconscious awareness
- Exhibit empowered leadership mindsets with greater ownership and accountability
- Apply rapport-building techniques, including body language awareness and first-impression management
- Use values-based motivation strategies to inspire and engage others
- Reframe limiting beliefs and create positive internal shifts that influence external behaviour
- Recognise personal rule structures and adapt them to strengthen trust and collaboration
- Display congruence between words, actions, and leadership intent



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TRAINING METHODOLOGY

This programme adopts a competency-based and experiential learning approach:

- **Experiential Learning:** Hands-on exercises and simulations
- **Facilitated Debriefing:** Structured reflection and group discussion
- **Group Work:** Peer learning, breakout activities, and scenario analysis
- **Multimedia Support:** Relevant videos and visual tools
- **Action Planning:** Workplace transfer and application planning

Each module is delivered using the **4MAT Learning System:**

- **Why** – Relevance and importance of the topic
- **What** – Conceptual frameworks and evidence-based models
- **How** – Practical exercises and application
- **What If** – Reflection, workplace transfer, and situational analysis



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Course Content

Day 1: Leadership Self-Mastery and Influence

Module 1: Setting the Leadership Frame

- Understanding current organisational and leadership realities
- Identifying performance and engagement barriers
- Required resources for leadership growth
- Introduction to NLP and its relevance to organisational development

Module 2: Excellence Starts in the Mind

- How inner resources shape leadership effectiveness
- Conscious vs. unconscious mind in leadership behaviour
- Accessing internal strengths to unlock leadership potential

Module 3: Empowerment and Accountability in Leadership

- Foundations of empowered leadership
- Accountability as a driver of results and influence
- Taking ownership of outcomes and behavioural impact

Module 4: Building Instant Rapport and Leadership Presence

- Creating strong first impressions
- Body language and non-verbal alignment
- Overcoming resistance in interpersonal communication
- Understanding how internal states affect external relationships

Module 5: Changing the Inner World

- Thought structures and emotional patterns
- Translating internal change into external leadership behaviour
- Breaking internal barriers to achieve leadership congruence



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Day 2: Values-Based Leadership and Alignment

Module 6: Values-Driven Leadership

- Values as the foundation of leadership effectiveness
- Motivation through personal and team values
- Identifying and leveraging values in others

Module 7: Developing Trust and Emotional Resilience

- Understanding the structure of trust
- Building self-trust and trust in others
- Inner rules governing trust and emotional intelligence

Module 8: Aligning Values with Behaviour

- Behavioural alignment and leadership authenticity
- Personal congruence and leadership identity
- Aligning individual and team values for collective performance

Module 9: Leadership Action Planning

- Translating learning into workplace application
- Developing individual leadership action plans
- Embedding new behaviours for sustainable leadership growth



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Trainer Portfolio: Mr. Andreas Dorn

HRDC Accredited Trainer | Certified NLP Trainer | Hypnotherapy & Behavioural Master Coach Trainer | Co-Founder & Master Trainer, Asia Mind Dynamics Sdn Bhd |

Andreas Dorn is an accomplished and results-driven Certified Trainer and Master Trainer of **Neuro-Linguistic Programming (NLP)**, **NLP Coaching**, **Hypnotherapy**, and the **Language and Behaviour Profile – Words That Change Minds**, as well as the creator of **CRAFTing Conversations® – Reframe Mastery**.

With over **20 years of professional training and coaching experience across Asia**, Andreas integrates neuroscience, behavioural science, and communication mastery to deliver transformative learning experiences. His work empowers leaders and professionals with the **clarity, confidence, and behavioural agility** needed to navigate complex organisational and leadership challenges.

Andreas has trained and coached leaders, professionals, and organisations in **Malaysia, Vietnam, Australia, Germany, and Cambodia**, combining global best practices with practical, real-world applications. His engaging, conversation-based facilitation style helps participants recognise limiting beliefs, reframe perspectives, and achieve measurable results.

Areas of Expertise

- Leadership & Belief-Driven Performance
- Advanced Communication & Influence
- Conversational Coaching & Reframing
- Sales Effectiveness & Client Motivation
- Building High-Trust, Psychologically Safe Teams
- Self-Leadership & Behavioural Change

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