



NLP & Life Coaching Training Academy

www.actionfactory.co.za

+2783 262 2096

info@actionfactory.co.za

What you need to know to make the right choice

Here's how we ensure our coaches achieve extraordinary success:

Cutting-Edge Techniques:

Our coaches are equipped with cutting-edge NLP techniques, proven effective in creating lasting change. Stay ahead with our forefront coaching methodologies to overcome challenges and achieve your goals.

Personal Transformation:

Embrace the power of personal transformation. Our coaching program goes beyond techniques, emphasizing the coach's growth. By experiencing profound change themselves, our coaches guide clients to do the same.

Ongoing Support:

At Action Factory, we're in it for the long haul. We offer continuous support to our coaches and practitioners, providing essential resources and guidance for success. Our tight-knit community allows coaches to learn from each other's experiences and triumphs, fostering growth and collaboration.

Encouraging Innovation:

We encourage our coaches to think outside the box and challenge conventional methods. By embracing innovation and trying new approaches, our practitioners can tailor their coaching to each client's unique needs, increasing the likelihood of transformative results.

Results-Oriented Approach:

Our focus is on achieving tangible results for both coaches and their clients. We measure success not only by the number of clients but by the real change they experience. This results-oriented approach keeps our coaches motivated and accountable.

ACTIONFACTORY

If you've ever felt that your potential as a life coach or NLP practitioner is untapped, Action Factory is here to help you unlock it. Join our community of trailblazers, and together, we'll elevate the coaching industry and bring about massive change in the lives of countless individuals.

Do you want to be the best Life Coach and NLP Practitioner?

Our coaching program is designed to empower coaches and practitioners to create a significant impact and bring about massive change in the lives of their clients.

There are 3 different options how to do the course

Option 1:

Main course online with live workshops.

You can complete daily lessons from the comfort of your home on your cell or laptop. Log in, do the lesson(s) and journey through the training.
AND

Join 3 live workshops every month, where you interact, experience, practice and learn with the trainers and other students.

This choice combines the best of both worlds. You have the flexibility to learn at your own pace while also engaging in live interactions on Zoom, becoming an active member of a supportive community of like-minded individuals.

Combination of the comprehensive NLP practitioner program with a full life coach certification course.

The training option has 2 great features:

It is full self-paced and online with live workshops monthly.

On completion you will be a certified Life Coach and NLP Practitioner.

You may upgrade to other options at any time.

On special for R1997.00

[Click here for more info](#)



OPTION 2:

Main course online with live workshops and your own personal mentor

This option mirrors everything offered in option 1, but with a significant addition: you'll have a personal mentor assigned to guide you throughout your training journey.

You'll have access to your mentor for 280 one-on-one minutes, ensuring you're fully equipped for the coaching journey ahead.

On completion you will be a certified Life Coach and NLP Practitioner.

R 9980.00

[Click here for more info](#)



Option 3:

Main course on zoom. Fully interactive and live

Full NLP practitioner merged with full Life Coach Certification Course.

The course is 9 consecutive days from 09:00 to 16:00 each day.

On completion you will be a certified Life Coach and NLP Practitioner.

R14990.00

[Click here for more info](#)



Why choose Action Factory

- 1. We started training NLP and Life Coaching in 2009 and have accrued more experience in this industry than any other training company.**
- 2. Our certifications are Internationally recognised by all accrediting bodies in our industry.**
- 3. We teach real techniques and an extremely practical approach to Coaching and NLP**
- 4. Our reviews are all awesome. [Take a look by clicking here:](#)**
- 5. Action Factory courses are for real people in the real world. “We focus on what people want and not the problem.”**
- 6. At Action Factory, we believe in a hands-on approach to learning. We don't just teach techniques; we immerse you in the experience through life coach certification training. Our experiential training methodology ensures that you fully grasp the process by actively participating in it. We demonstrate the techniques in class, and then you have the opportunity to practice them on your peers, guaranteeing a comprehensive understanding.**
- 7. To support your journey, our courses come complete with a detailed manual that provides in-depth explanations of each teaching. You'll have access to comprehensive resources that enhance your learning experience and serve as valuable references as you continue to grow.**
- 8. Rest assured, every technique and process we teach has been meticulously honed through countless repetitions. Deon, our esteemed founder, has personally executed each technique over a thousand times. This wealth of experience ensures that we not only know how to perform them flawlessly but also understand what truly works and delivers tangible results.**

Tell me about the trainer

Deon Groenewald is a world renowned South African entrepreneur, international transformational speaker, an internationally acclaimed and accredited Master and Trainer and expert facilitator in Neuro Linguistic Programming (NLP), Life Coaching and Hypnotherapy.

With over 15 years professional experience in training students in these fields, he has trained, and equipped thousands of NLP Life Coaching students to become international qualified and accredited in their successful NLP & Life Coaching careers.

A full-time international trainer, and internationally certified Master by INLPTA (International NLP Trainers Association)

An internationally accredited and registered professional trainer and presenter and an accredited Training Provider.

Admitted as a Training member of ANLP International CIC, he has pledged to uphold the ANLP Code of Ethics & the Trainers Code of Ethics.

Deon's experience as a successful entrepreneur and senior manager in large corporate organisations has made him a sought-after speaker, facilitator and presenter who captivates & empower people from all walks of life to renewed passion, change & transformation, both personally and professionally.

As a professional expert and master in the field of Life Coaching, a qualified therapist, and Master Neuro Linguistic Programming Practitioner and Trainer, his practical life skills, knowledge and experience are vital contributors to the success of his students as Life coaches. They are forever transformed and professionally equipped to do the same for their coaching clients.



Deon has trained students from 127 countries globally and has certified over 1000's Life Coaches and NLP practitioners.

He is now offering his internationally accredited course globally; this course will change your mind and change your life!

What you receive after the training

As part of your NLP Life Coach signup, you'll receive not one, but three invaluable pre-recorded training workshops and live workshops.

Online Self-Promotion Mastery:

Learn the art of promoting yourself effectively online without spending a fortune. We'll equip you with proven strategies and techniques to build your online presence, attract clients, and establish yourself as an authority in the coaching and NLP industry.

Workshop and Webinar Wizardry:

Discover the secrets to running captivating and impactful workshops and webinars. Whether you're looking to reach larger audiences or engage with clients in a more intimate setting, we'll show you how to craft and deliver compelling sessions that leave a lasting impression.

Mastering the Art of Effective Speaking:

Communication is key to coaching success. In this workshop, we'll transform you into an influential and effective speaker. You'll gain the confidence to captivate audiences, connect with clients, and deliver your message with power and conviction.

These workshops are not theoretical exercises; they are based on real-world experience. Deon, who has been coaching since 2008, will personally guide you through these sessions, sharing practical tips and tricks that have led to numerous success stories. Many of our students have not only become award-winning speakers but also achieved international recognition as top-notch coaches.



What you receive after the training

Live monthly workshops:

Every month we run workshops for our alumni members. These are free workshops that focus on making Action factory coaches the best in the world. Practical workshops, training and repeated practice will hone your skills and abilities. If you miss a workshop, you will receive the recording.

Over 40 Documents for you to use:

Client questionnaire template. Coaching agreement template. 2 Options, 1 Choice. 21 Questions for Goal setting. Action Factory Coaching Guide. Advantages and Disadvantages of Change. Analysis for career options. Anxious thoughts. Are you sitting to comfortably? Boost your strengths. Coaching agreement example. Coaching expectations. Coaching questionnaire example Coaching Questions. Flush your false beliefs. Get unstuck. Goal setting worksheet. How coach-able am I? How to end a relationship. Make new friends. Mission statement template. Mistakes made. My dream partner. Negative self-image. Next career move. Pre-coaching session prep form. Questions about fear. DEAL Method. Do you want to improve on a relationship? First interview initial template. Questions for career options. Questions to be ready to answer. Self-care quiz. Self-esteem booster. Starting your own business. Struggling with a decision. The best of me. Tool for conflict. What do I need to let go of? What makes my heart happy? Wheel of life. Where does all my time go? Coaching skills assessment tool. Communication check. Compromising in your relationship. And we are constantly adding more.



Membership to a community:

We create communities of like-minded people that strive to be the best and make the world a better place for all.

What will I learn in the main course?

Why does it work so remarkably well? Let's break it down:

Life Coaching hones in on logic, strategic planning, and achieving goals – activating the powerhouse part of your brain.

NLP takes on the subconscious, demolishing limiting beliefs, fear, anxiety, and unwanted behaviours.

When these two forces merge, you become an unstoppable force of change. And leading the charge is Deon, a true master in this transformative field.

Once you complete this mind-blowing NLP Life Coach course, you'll be armed to the teeth with the skills to coach clients, bringing forth profound shifts and tangible transformations. It's time to seize your destiny and earn the success you've always dreamed of!

What will you learn on this course:

What is NLP.

What it really is

A short history

What is Life Coach

What it is not

The real benefits

Understanding how the human mind works.

What are the differences between conscious and subconscious.

How we create mental maps that shapes our thinking

Why we sometimes forget things.

Why we misunderstand basic words often.

How our minds decide what fits our perceived reality

What are the mental and emotional implications?

What are statements we accept as true, in order to make sense of things?

What we really need to know about the subconscious mind

How should we learn to listen differently in a coaching session?

How do we know when to ask a question

What are the right questions based on what our clients have said and experienced?

How to ask a question that brings change in the way we think

How do we identify and differentiate between assumptions and excuses and the impact they create on our client's reality.



What will you learn on this course:

Understanding language patterns

Various specialist skills.

How do we construct our values and the impact “false values” have on our lives.

How to create mental pattern interrupts to allow the mind to think differently.

How to check and confirm clear understanding between client and coach

Identifying vague, surface language and knowing how to find the true deeper structure of challenges.

How to identify the strategies we create and shift destructive strategies to empowering strategies

The impact of our thought and decisions on our behaviours and beliefs

Client communication

How to build great rapport and have easy, open and authentic conversations.

How to use our own senses to “read” our clients emotional states.

The various behaviours we as Coaches use that serve us in a coaching session.

Principles that we as humans can apply to increase our potential of success.

All document requirements for before, during and after coaching sessions.

Deeper into our skills and amazing techniques

Understanding the finer distinctions of sensory qualities as perceived by our senses.

Asking questions in reverse to increase the shift and impact on the clients' thought patterns.

How to find, identify and clearly understand the first area of client's life they want to improve and change. Knowing exactly what needs to change, accelerates the change.

Masterful techniques that can be used to instantly shift clients from negative states into controlled states, where they can make better choices.

How to use words and language patterns that speak, not to the logic, but speaks to the deeper subconscious and emotions of the client

How to create metaphors and paint pictures of understanding with words.

Specialist techniques usually only trained at master's level.

How to respond and react differently to bullying and criticism.

How to select specific empowering behaviours and how to install them.

How to “re-frame” the meaning we often attach to words, feelings and experiences to take us from negative states into empowering states.

How to resolve and overcome, internal conflict that often leads to anxiety and stress.

How to tap into our full set of true skills, abilities, talents and natural gifts.

How to break unwanted habits and replace them with better behaviours.

How to elicit answers from the client's subconscious to help them find their own solutions that they can achieve.

Identifying the finer traits, we have that shape our motivation and behaviours.

Dealing with extreme past trauma and memories that we often carry with us for years and it shapes who we become.

We teach you how to assist the client to shift the negatives from the past into usable empowerment for their future.

What will you learn on this course:

Achievement of success

How the strategies we create internally function and how we can learn new and better strategies.

Understanding and writing personal mission statements

learning to think creatively and “out of the box”

Understanding goals and how they serve us.

Strategic thinking and creating achievable goal plans.

Building goal plan that tick all the boxes, ensuring they are achievable for the client.

Creating personalized development plans



The process

You will be given the exact coaching process to follow. All people are different, and no 2 clients will be the same. You will have to adapt and adjust according to your client's needs. BUT we give you a step-by-step process you can follow. We even added each question you need to ask in the process.

We record our training, and the recordings are made available to you for life. This will help you to go back to the training later and re-visit the course to ensure you did not forget something.

Once you completed your training you may re-join a future similar course as a virtual visitor for free, just to enhance your learning even further.

All the training is led by Deon who has over 10 000 practical industry hours and other highly experienced Masters in NLP and Life Coaching.

By what you have seen above, there is no other course available that matches our content in the detail, full coverage, and quality of delivery.

You want to be known as a coach people flock to because you bring REAL change, fast, effective, and lasting change.

If you are passionate about bringing real change and helping people that need real help, then keep reading – you are in the right place, and we will prove it.

Clients come, because you can help them, not because you have a pretty logo. People are desperate for help and most people don't know whom to ask or where to turn.

If you are ready to be an extraordinary NLP Coach, then come join us on a free day of training (FIRST day of the course is open to all) and decide for yourself.

Relationships are crumbling, our youth feel lost, employees are demotivated, and people generally feel stuck.

If the MOSTLY USED solutions worked, why are so many people struggling?

Coaching styles from 5 years ago don't bring results anymore – because society has changed. We don't think the same way anymore. So how can old processes help? They cannot.

A fresh, different approach is needed and THAT is exactly what we will teach you to do.

ACTIONFACTORY

Life Coaching is a growing industry, and the most popular is NLP combined with Life Coaching. Both disciplines trained in one powerful course.

The reason it works so well is because the area of focus for each: Life Coaching focuses on the logic, strategic planning and achieving part of the brain.

NLP focuses on replacing subconscious restrictions, such as limiting beliefs, fear, anxiety, unwanted behaviours etc.

When these 2 come together, you have a coach that brings change, and Deon, your trainer is known as a true master in this field.

What specialty courses can I do after the main course

Please note:

The NLP and Life Coach course is a full International certification course that teaches you ALL you need to know to practice fully as a Life Coach and NLP Practitioner. NO other courses or training is required on completion. Our specialist products and niche courses are only for those that want to specialise and increase their training to a higher level. Below is the list of specialist courses you could consider after your training.

1.Course Name: Executive Coach

Duration: 3 days full time

2.Course Name: Abundance Coach

Duration: 5 days half day

3.Course Name: Body Coach

Duration: Online only

4.Course Name: Youth Coach

Duration: 1 day

5.Course Name: Wealth Coach

Duration: 1 day

6.Course Name: Sales Coach

Duration: 1 day

7.Course Name: Relationship Coach

Duration: 1 day

8.Course Name: Hypnotherapy

Duration: 6 days

9.Course Name: Master NLP Practitioner and Life Coach

Duration: 3-day classroom and 200 hours research and practical work

ACTIONFACTORY