

ANLP Accreditation Programme

relaunches in Autumn 2010



The ANLP Accreditation programme is changing to reflect the needs of today's market. Andy Coote takes a look at the revised scheme and talks to three participants in the pilot.

When selecting a product or service that you have never used before, you probably look for some form of third party endorsement. It might be the BSI Kitemark for safety, Fairtrade or Rainforest Alliance marks for ethical sourcing, the GasSafe mark (formerly CORGI) for gas installation. There are many schemes to accredit competence and safety which are intended to inform and assure the potential customer of the level and quality of service that they will receive.

Given the nature of NLP training, where participants commit significant time and money to acquire knowledge and qualifications, it is no surprise that they look for some external verification that the course in which they are planning to invest their hard-earned money will meet their needs and expectations.

ANLP has been accrediting trainers in the field of NLP for some time and is in the process of changing and upgrading that process. "In the spirit of NLP, we have been modelling excellence, and we have modelled more robust approaches to accreditation such as the ILM (Institute of Leadership and Management)

approach", says Karen Moxom, Managing Director of ANLP. "We are introducing fairer and more robust process and extending accreditation to courses and workshops as well as training organisations."

The ANLP Accreditation will be relaunched formally on the ANLP stand at the NLP Conference in London on 12th - 14th November. It has already been piloted with some trainers (see boxes for feedback) and ANLP is now working on moving previously accredited training organisations on to the new scheme.

For training organisations, accreditation will have a number of significant benefits. Potential clients will have increased confidence in their quality of delivery and have additional reasons for choosing their training, especially in a crowded market. It can differentiate their offer and provide critical reassurance for their purchasers.

It will also demonstrate their commitment to best practice by delivering externally accredited programmes, generating more public trust in their services. Some clients, especially in the Corporate and Public sectors, expect trainings to be quality assured by having independent

external verification. ANLP Accreditation will provide that assurance.

ANLP provide an independent and objective assessment from a UK perspective. They do not provide training themselves and are supported by an advisory board with representatives from several training organisations, across a number of 'schools' of NLP. Their website features strongly on search engines and is a prime source of objective information about NLP.

Accredited training organisations will be featured on the site.

The ANLP Accreditation Programme is an independent peer reviewed scheme monitored by ANLP. It is intended to complement, rather than replace, accreditations from other NLP organisations and is underpinned by ethics and standards. Training organisations sign up to a Code of Ethics and Practice as part of the accreditation process and course participants are encouraged to sign up to the ANLP Code of Ethics for Practitioners.

The Programme is based on core components, allowing the trainer to deliver courses flexibly whilst ensuring standards without standardisation. The basic required elements include:

- Admission policies and pre-screening procedures
- A course structure which includes learning outcomes, aims and objectives, frames for learning and promotes

self responsibility

- Monitoring and Evaluation processes, feedback, ongoing support for students and ongoing professional development (CPD)

An accredited course must provide a coherent approach to the subject, reflected not just in the theory, skills and practice of the students but also in the way the course is structured, taught, evaluated and administered. The course will be congruent with the principles of NLP as well as reflecting that trainees can be relaxed and encouraged to accept that learning is natural and easy when they trust that they have all the resources they need in order to learn.

To qualify for ANLP accreditation, core NLP courses must be of the following minimum duration

- Diploma course – 20 hours face to face training
- Practitioner course - 50 hours face to face training
- Master Practitioner course - 90 hours face to face training

All ANLP accredited courses must have at least one method for monitoring and evaluating the progress of their students. These will vary from course to course and a number of evaluation methods are included in the guide. They include practical assignments and projects, formal tests and assessments, projects, diaries, journals and feedback notes.

External validation can help potential clients to make a reasoned decision based on a consistent assessment from an independent third party organisation

Individuals who would like to become an ANLP Accredited Trainer, or run ANLP Accredited Courses, will need to check that they meet the core criteria and understand the basic application requirements, that they can meet the time schedules and ongoing commitment, review the ANLP Accreditation Programme Guide and then submit a completed application form to ANLP, together with all their supporting documentation. There is a non refundable deposit payment to cover admin and external verifier fees.

Applications will be internally reviewed and then passed to one of the ANLP's independent external verifiers. As part of that process, the applicant will be interviewed by the external verifier – for convenience, this interview can be conducted over the phone.

If successful, the applicant will then become part of the ongoing ANLP Accredited Programme and pay the balance to cover their first year's accreditation. If unsuccessful, feedback and advice will be offered and the applicant will be given an

opportunity to reapply at a later date. There is an appeals process available for any applicant who wishes to challenge the decision of the External Verification Panel.

ANLP Accreditation is a continuing process. After an initial application process and accreditation, there is an ongoing commitment to the Programme. After approval of an application, the accredited organisation is responsible for internally monitoring and evaluating their trainees on every course to ensure they meet their standards. They will then submit a pre-agreed number of monitoring and evaluation assessment reports from every course to ANLP annually for review by one of ANLP's independent external verifiers.

ANLP will issue ANLP Accredited Certificates (or, in the case of co-accreditation with

another awarding body, ANLP Accredited Seals). These will be uniquely numbered and allocated to each successful trainee and recorded on the ANLP central Accreditation Register.

Accreditation gives successful participants the ability to demonstrate their commitment to best practice and quality assurance, and gives their potential clients the confidence they need to choose their courses. NLP and related approaches operate in an increasingly competitive market where conflicting claims are causing confusion in the minds of potential purchasers. External validation can help potential clients to make a reasoned decision based on a consistent assessment from an independent third party organisation. ■

David Key, Head of Training and Research Auspiciam Limited.

Auspiciam decided to work with the ANLP because they felt it would provide them with additional credibility and provide a positive for buyers and differentiator in competitive bidding. "ANLP is independent and UK based which we saw as a benefit for us and a complement to INLPTA and ABNLP accreditations. Being accredited by a credible, independent third party helps HR departments and training buyers to make their decisions more quickly and makes them easier to justify."

"Being one of the first companies and individuals in the world to be accredited by ANLP is an honour and privilege". The ANLP Accreditation logo highlights four values which are important to Auspiciam - ethics, integrity, professionalism and standards. "The process of accreditation has enabled us to see areas for improvement in training delivery, content and business context. It has helped us in our intention to be a truly excellent training organisation."

Tony Nutley, Training Director, UK College of Personal Development.

UKCPD saw accreditation as a way to increase buyer confidence. "External validation shows your processes have been checked out. In our case, most of what we were doing was right. There were a couple of things we could have been doing differently. Accreditation drew our attention to the need to screen people to ensure that the right people get on to the course. We now have a robust screening questionnaire."

Choosing ANLP as an accrediting body was made easier because "the ANLP of today is an incredibly professional, standard setting, academic conference organising and overall high quality flag waving group of people that I am confident to associate my business whole heartedly with."

The next step in UKCPD development is their Master Practitioner qualification. "We were clear that it had to be accredited by the ANLP and at Level 7 with the ILM. Both organisations have worked (and are still working) hard on this with us and I know with their help and support we will have the accreditations in place very soon."

Mark Woodhouse, Training Director, PERFORMANCEPEOPLE™

Performance People provide transformational leadership & coaching courses with NLP content and have a strong customer base in the Military sector which created specific requirements. "We needed to be able to map from the ANLP accreditation to the National Qualifications Framework for ELCAS. ANLP provided external validation of our mapping and were very helpful when our requirements changed at the last minute."

Performance People are also accredited by ABNLP and INLPTA and an approved ILM centre so the accreditation process was nothing new. "The ANLP process is well documented and they walk the talk. It offered a consistent approach, with appropriate values, standards and ethics and allowed us flexibility of delivery. It allowed us to express our personality and meet the needs of our client base. As a bonus, we were able to develop our candidate handbook from the ANLP accreditation guide."