

CERTIFICATE

NLP Practitioner Program for Business & Professional Excellence

Craft Distinctive Change
from the Inside Out



PROGRAM AT A GLANCE



DATES

Oct - Dec 2026



TIMING

5:30 PM - 8:30 PM



DURATION

120 Hours



LOCATION

CIS, USJ Beirut



EARLY BIRD FEES

Before 21 September 2026

1,100\$



FEES

1,250\$

ABOUT THIS PROGRAM

The NLP Practitioner Program for Business & Professional Excellence equips professionals with practical Neuro-Linguistic Programming (NLP) techniques to strengthen communication, leadership, emotional intelligence, and personal effectiveness.

Designed for leaders, managers, HR professionals, entrepreneurs, coaches, and professionals, the program combines behavioral psychology, experiential learning, and supervised practice to develop lasting professional and personal growth.

Participants will explore how perception, language, and internal strategies influence performance while developing practical tools to improve communication, decision-making, collaboration, and resilience in real-world situations.

By the end of the program, participants will have developed the confidence and practical skills to apply NLP ethically, enhance leadership effectiveness, and create meaningful, sustainable change in both their professional and personal lives.



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MODULES AND LEARNING OUTCOMES

A structured learning journey to develop the communication, leadership, and behavioral skills needed to build influence, enhance emotional resilience, and achieve lasting personal and professional growth through Neuro-Linguistic Programming.

Modules	Learning Outcomes	Key Focus
1 NLP Foundations for Awareness, Influence and Performance	- Understand how mindset and decisions affect results at work and life and take stronger ownership of performance - Communicate clearly and influence others by reading people and adapting your style - Set and execute goals with practical frameworks that keep teams focused and accountable - Stay calm and effective under pressure using proven emotional-control tools - Solve complex problems creatively and collaborate more effectively across teams	- NLP Foundations - Perception & Mindset - Communication Styles - Rapport Building - Performance Psychology
2 State Engineering and Behavioral Transformation	- Improve business decisions by shifting perspectives and strengthening objectivity, empathy, and strategic judgment - Regulate emotions under pressure to maintain focus and high performance - Access and apply resourceful states to boost confidence and effectiveness in challenging situations - Replace unproductive habits with behaviors that support leadership presence and professional results - Transform limiting beliefs that restrict performance, confidence, and workplace impact	- Emotional State Management - Limiting Beliefs - Behavioral Change - Confidence Building - Decision-Making
3 Intervention Tools for Emotional & Behavioral Change	- Align decisions and priorities with core values to strengthen leadership impact and workplace results - Communicate with greater clarity and influence through precise questioning and ethical persuasive language - Build and access reliable resource states to sustain confidence and consistent performance under pressure - Regulate stress responses by replacing unproductive patterns with optimal performance states - Redesign thinking and problem-solving strategies to improve efficiency, resilience, and results	- NLP Intervention Tools - Language Patterns - Influence & Persuasion - Emotional Intelligence - Leadership Communication
4 Practice Labs, Certification Assessment & Closing	- Demonstrate NLP techniques confidently in supervised real-world scenarios - Complete certification assessments and receive expert feedback Graduate with validated practitioner-level competence	- Practical Application - Supervised Practice - Certification Assessment - Expert Feedback - Practitioner Competency

DATES

- October 5, 8, 12, 15, 19, 22, 26, 2026 from 5:30 p.m. to 8:30 p.m.
- November 2, 5, 9, 12, 16, 19, 26, 30, 2026 from 5:30 p.m. to 8:30 p.m.
- December 3 & 7, 2026 from 5:30 p.m. to 8:30 p.m.



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MEET YOUR TRAINER



Ms. Zeina Daroub

Zeina Daroub is a Certified NLP Master Trainer from NLP University (USA), Grief Coach, author and international speaker who has trained and certified hundreds of practitioners across Lebanon and the region in accredited NLP programs. With over 20 years of professional banking experience, she brings a rich blend of corporate leadership, behavioral psychology, and experiential coaching to every training room.

As co-founder of InOut Academy, Zeina is renowned for delivering accredited NLP, Time Line Therapy®, and coaching certifications, guiding individuals toward deep cognitive and emotional transformation. Her expertise is trusted by universities, NGOs, corporations, and government entities, making her a leading voice in human development and resilience training in the Arab world.



WHO SHOULD ATTEND

This program is designed for professionals who want to operate at a higher level, mentally, emotionally, and strategically:

- Leaders and managers seeking stronger influence and presence
- HR and learning specialists shaping performance cultures
- Entrepreneurs building confident, agile teams
- Business coaches expanding their professional toolkit
- Professionals and employees ready to elevate communication, decision-making, and resilience across work and life



PROGRAM STRUCTURE AND CERTIFICATION HOURS

- 50 Hours live training (instruction, supervised practice, assessment, graduation)
- 30 Hours home practice during the program
- 40 Hours post-program study (videos and reading materials)



CERTIFICATE AWARDED

Upon successful completion of the program participants will receive a certificate delivered by the Professional Training Center at USJ.

The program is accredited by ABNLP – USA and CPD Certified – UK, reflecting its alignment with internationally recognized standards in NLP and professional development.

