



NEW AVALON

EVOLVED NLP

TRAUMA-CONSCIOUS. NEUROSCIENCE-INFORMED.
HUMAN-CENTERED.

COURSE SYLLABUS



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Welcome Message from New Avalon Founders

At New Avalon, we believe transformational coaching is more than a profession, it's a sacred calling to lead change from the inside out. Trailblazer was born from our shared mission to evolve how coaching is taught, embodied, and practiced. This certification is not just about gaining credentials. It's about mastering the technologies of personal evolution, trauma-conscious leadership, and soulful impact. Inside these 12 weeks, you'll unlock tools to serve your clients at every level of their being: neurological, emotional, energetic, and spiritual. We can't wait to walk beside you.

Laura Slinn & Kelley Oswin
Co-Creators, New Avalon



Certification Overview

Trailblazer is a practitioner-level certification designed for coaches, wellness professionals, and healing arts practitioners ready to master transformational modalities that create deep, lasting change. Students graduate with 4 professional designations and a Board Certified credential in Integrative Neurosomatic Coaching (BCINP).

Professional Certifications Earned

Certified Evolved NLP Practitioner

Graduates can apply to the AANWP for Board Certification as Board Certified Evolved NLP Practitioners and use the designation of BCeNLP



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Program Format & Delivery

Course Length: 12 weeks (rolling enrollment)

Learning Environment:

- The Evolved NLP Certification is housed within the DNA-U virtual campus.

Content Access:

- 30+ hours of pre-recorded training modules

Optional Live Coaching Calls:

- Transformation & Practice Lab (1hr/week)
- Business & Messaging Support (1hr/week)
- Curriculum Integration & Q&A (1hr/week)

Virtual Graduation Event:

- 1-day virtual graduation event is mandatory for certification.

Support Tools and Resources:

- Student Facebook Group (for community, replay access, and live interaction)
- Assigned Success Concierge
- Printed Manuals and Coaching Binders

Time Commitment Expectations

To complete the Evolved NLP certification:

- Recorded content: ~30+ hours
- Live calls: 1–3 hours/week (optional but encouraged)
- Reading & integration: 1–2 hours/week (manuals + practice)
- Virtual retreat attendance: 1 full day (required)

Professional Designation Earned

Upon successful completion, graduates earn the professional designation:

Evolved NLP Practitioner

This certification is board recognized through the AANWP

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Technology Requirements

To access all course features and complete the program, students will need:

- Reliable high-speed internet connection
- Laptop or tablet device
- Zoom-compatible webcam and microphone
- Access to and competency with using Zoom and Google Docs or PDF readers

Meet Your Master Facilitators



Laura Slinn

Neurosomatic Coach, Messaging Strategist & Co-Creator, New Avalon

With a background in creative direction and curriculum development, Laura blends strategy and soul in her teaching approach. She is known for helping coaches find their true voice, dissolve inner resistance, and create purpose-driven platforms. Laura is author of *Conscious Conception*, and co-author of *Evolved NLP: The Impact Driven Coach's Guide to Amplified Revenue and Results*, and *Is Coaching Your Calling*.



Kelley Oswin, RSW

Neurosomatic Coach, Trauma Educator & Co-Creator, New Avalon

Kelley is a registered social worker and trauma-conscious coach who brings over two decades of clinical and energetic expertise to the Trailblazer experience. She specializes in values-based leadership, nervous system resilience, and multidimensional healing. Kelley is the co-author of *Evolved NLP: The Impact Driven Coach's Guide to Amplified Revenue and Results*, and *Is Coaching Your Calling*.

Contact & Enrollment

Website: www.avalonempowerment.com. | **Email:** info@avalonempowerment.com

Apply Now: Enrollment is by application only. Serious practitioners, coaches, aspiring coaches, and professionals encouraged to apply.

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Module-Based Curriculum

Each module below includes an overview, key concepts, and clearly articulated learning outcomes to support practitioner-level skill development.

Module 1: Introductions, Orientation & Foundations

Overview: Establish foundational knowledge of the certification journey and how to succeed inside the DNA-U platform. Get to know your trainers, tech, and tools for the journey ahead.

Key Topics Covered:

- Using DNAU platform, and Facebook Community
- Coaching success mindset
- The Hero's Journey as a Coaching Frame

Learning Outcomes:

- Navigate the learning platform and group dynamics
- Understand how transformation is structured in Evolved NLP
- Begin creating your personal coaching vision

Module 2: What is Evolved NLP?

Overview: Learn the origins of NLP and how New Avalon has evolved this methodology into a more ethical, conscious, and identity-level modality.

Key Topics Covered:

- History and evolution of NLP
- Evolved NLP
- Stages of Learning
- Neurological Levels of Change

Learning Outcomes:

- Understand the origins and application of NLP as a coaching tool
- Distinguish between traditional and Evolved NLP approaches
- Key foundational frames to maximize learning and understanding

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Module 3: Foundational Concepts and Key Frames in Coaching - Part 1

Overview: Discover how communication, belief, and perception interact at the subconscious level, and how to work with these elements for lasting transformation.

Key Topics Covered:

- The NLP Communication Model
- Model of the World & Projection
- Toward/Away Motivation Strategies
- The Role of the Unconscious Mind

Learning Outcomes:

- Work with subconscious drivers of resistance or motivation
- Explain the foundational beliefs of NLP and their implications
- Begin mapping client language to unconscious patterns

Module 4: Foundational Concepts and Key Frames in Coaching - Part 2

Overview: Expand your understanding of how beliefs are formed, stored, and changed. Connect somatic and emotional systems to internal representations.

Key Topics Covered:

- Presuppositions of Evolved NLP
- Psychoneuroimmunology and the biology of belief
- Neurotransmitters and where memory is stored
- The anatomy of your 'Who'
- Responsibility for Change
- Presenting Problem vs Root Cause

Learning Outcomes:

- Explain how biology and belief co-create reality, identity, and perception
- Apply presuppositions ethically in coaching conversations
- Use scientific studies and references to support client understanding, gain congruency, and fill reassurance strategies
- Recognize root cause beneath surface behaviors
- Use learning models to guide coaching interventions

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Module 5: Quantum Goal Setting

Overview: Redefine goal setting with the nervous system and unconscious mind in mind. Learn how to install goals as if they've already been achieved.

Key Topics Covered:

- Well-Formed Conditions
- SMARTER Goals
- Evidence Procedures & Action Steps
- Engaging the Reticular Activating System
- Attachment, Intention & Outcome

Learning Outcomes:

- Craft outcome statements that resonate with identity
- Apply quantum goal-setting principles to dissolve resistance
- Install future-state goals neurologically
- Help clients take an abstract dream and reverse engineer with practical steps and actionable milestones.

Module 6: Sensory Acuity & Rapport

Overview: Master the art of attunement and unconscious communication. Build deep trust and influence ethically by refining your ability to calibrate and mirror.

Key Topics Covered:

- Sensory calibration and micro-movement
- Mirror neurons and body-language mapping
- Vocal tone, pitch, and pacing
- Matching, mirroring, pacing and leading

Learning Outcomes:

- Increase perceptual sensitivity and client attunement
- Use sensory-based feedback in real-time
- Establish rapport across client types and settings

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Module 7: Representational Systems & Eye Patterns

Overview: Learn how clients process their inner world through visual, auditory, kinesthetic, and other systems. Develop the skill of decoding and adapting to different processing styles.

Key Topics Covered:

- Sensory predicates and intonation patterns
- Rep system testing and application
- Eye pattern tracking and interpretation
- Synesthesia and conflict resolution

Learning Outcomes:

- Recognize and work with preferred sensory modalities
- Adapt communication style for enhanced resonance
- Use eye movements to guide deeper inquiry
- Connect with anyone in their preferred system and use the *Charisma Pattern* to effectively captivate any audience

Module 8: Submodalities

Overview: Understand the building blocks of inner experience. Learn to change the quality of a client's thoughts by shifting the internal structure of how those thoughts are coded.

Key Topics Covered:

- Introduction to submodalities (visual, auditory, kinesthetic)
- Like to Dislike Pattern
- Swish Pattern and VK Dissociation
- Mapping across and belief change work

Learning Outcomes:

- Elicit and shift submodalities to reduce fear, craving, or resistance
- Facilitate fast, lasting behavior change
- Guide clients to rewire limiting beliefs

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Module 9: The Conscious Use of Language

Overview: Explore the power of precision language and its unconscious influence. Learn how to use frames and linguistic presuppositions to create direction, possibility, and expansion.

Key Topics Covered:

- Language as a change tool
- Agreement frames and awareness frames
- Linguistic presuppositions
- Chunking and language hierarchy

Learning Outcomes:

- Use language to bypass resistance and deepen rapport
- Leverage structure over content to facilitate insight
- Build language patterns that evoke change
- Effectively navigate conflict situations and facilitate resolution with grace

Module 10: Anchoring

Overview: Gain control over internal states using anchoring techniques. Learn how to access, amplify, and collapse emotional patterns to create new defaults for confidence, calm, and clarity.

Key Topics Covered:

- State elicitation and emotional anchoring
- Collapsing anchors and chaining states
- Ring of Power and personal resource stacking
- Change history and future-state design

Learning Outcomes:

- Install resourceful states that are accessible on command
- Disrupt and replace negative triggers with empowering ones
- Facilitate dynamic state shifts with confidence

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Module 11: Reframing

Overview: Learn how to shift meaning and open up new choices through the art of reframing. Explore both content and context reframing techniques to increase client flexibility and freedom.

Key Topics Covered:

- Context vs content reframes
- Six-step reframe protocol
- Meta Model III and surface-to-deep structure mapping
- Quantum linguistics and Cartesian coordinates

Learning Outcomes:

- Reframe limiting stories into powerful new perspectives
- Use language to shift client state and behavior quickly
- Facilitate transformation without resistance or pushback
- Create space to hold multiple perspectives

Module 12: Quantum Parts Integration

Overview: Explore the nature of internal conflict and discover how to bring conflicting parts of self into alignment. This module explores principles of Internal Family Systems, quantum integration, and narrative coaching to support wholeness.

Key Topics Covered:

- Parts therapy and anatomy of a “part”
- Separating intention from behavior
- Facilitating wide-scope integration
- Demonstration and step-by-step facilitation guide

Learning Outcomes:

- Identify and resolve internal conflict at the identity level
- Guide clients through powerful integrations that promote clarity and coherence
- Practice parts facilitation using scripts and client-ready tools

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Module 13: Milton & Meta Model

Overview: Learn to master both direct and indirect hypnotic language for deeper influence and intuitive coaching. This module balances structure with artistry in language.

Key Topics Covered:

- Meta Model for precision questioning
- Milton Model for embedded suggestion
- Hierarchy of Ideas
- Crafting metaphors for breakthrough

Learning Outcomes:

- Use hypnotic language ethically and effectively
- Identify language patterns that limit or expand potential
- Employ metaphors as transformational coaching tools

Module 14: Strategies & Values

Overview: Decode the unconscious blueprints that drive client behavior. Learn how to elicit, unpack, and shift the strategies and values shaping your client's decision-making and motivation.

Key Topics Covered:

- TOTE model and behavioral sequencing
- Deep love, buying, and reassurance strategies
- Values elicitation and hierarchy mapping
- Installing congruent decision-making strategies

Learning Outcomes:

- Identify internal strategies that create success, or sabotage
- Uncover client values and align coaching outcomes accordingly
- Reinstall well-formed strategies that support transformation

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Module 15: Conscious Conversion & Joyful Sales

Overview: Discover how to lead powerful sales conversations with integrity, joy, and resonance. Reframe “selling” as coaching and understand the energetics of conscious and ethical enrollment.

Key Topics Covered:

- 5-Step Joyful Sales Process
- The energetics of conviction and congruency
- Addressing objections with empathy
- Pre-suasion and psychological safety

Learning Outcomes:

- Lead sales conversations that empower and connect
- Sell without manipulation or pressure
- Attract aligned clients through message clarity