

# Company News – March 2011

---

*In March 2011, NLP Corporate became a subsidiary of the Change Works Consulting Group, to focus exclusively on the delivery of leading edge applications of Neuro-Linguistic Programming to improving human & business performance.*

## **So, what's in name?**

Well, quite a lot really. It says a lot about who you are and what you do. And our consulting work was becoming increasingly segmented – yet remaining connected at the same time. So it made perfect sense to set up two separate, yet highly inter-connected businesses that reflected our unique service offerings to our clients. However with both equally committed to improving human and business performance.

## **NLP Corporate**

NLP Corporate was my first independent consulting business, initially established in March 2004 after leaving Deloitte Consulting after a highly successful senior level career with them in organisation performance, change leadership and people management (HR). Essentially, after seven years with Deloitte and over a million frequent flyer points, it was time to move on. And I already had over fifteen years internal consulting/OD experience prior to joining Deloitte, so I knew what I was doing!

NLP Corporate was a dream that I had held close for many, many years. And having been fortunate enough to study with many of the world's leading trainers in the field of NLP since the mid 1980's, most notably John Grinder, it was time to follow my heart (and my dream).

Well, seven very good (and rewarding) years later and it's time to "stick to the knitting." Essentially go back to offering what I initially set out to do and focus on providing high quality applications of NLP (*new code*) in the world of business – NLP at work, if you will. And to do so through three key service offerings of process facilitation, accelerated learning and generative coaching.

So what's in our name and logo?



***We are experts in the art of Neuro-Linguistic Programming; specialising in applications of NLP to business; focused on delivering outcomes and results; all within a frame of personal and professional integrity.***

**RESULTS WITH INTEGRITY**

## The Change Works Consulting Group

The Change Works Consulting Group Pty Ltd was established in February 2011 to essentially operate as the parent company, whilst offering its own particular niche (*some may use the term "boutique"*) Organisation Development (OD) consulting services to corporate clients in the areas of Leading Change Management, Improving Organisation Effectiveness and Human Capital Development.

Additionally, the Change Works (*and I very much like this play on words*) offers a number of tailored solutions for organisations that address contemporary human capital challenges of cultural change, employee engagement, knowledge management and replicating talent.

So what's in our new name and logo?



***We are experts in corporate change; crafting solutions that really do work; working effectively at multiple levels; bringing a new source of intelligence to your organisation; delivering results with and through effective partnerships.***

**REAL PEOPLE. REAL SOLUTIONS. REAL RESULTS.**

## Contact Us

For a free and confidential discussion to understand how NLP Corporate or The Change Works Consulting Group can be of assistance to you and your organisation, please contact us today at [enquiry@nlpcorporate.com.au](mailto:enquiry@nlpcorporate.com.au) or [enquiry@changeworks.com.au](mailto:enquiry@changeworks.com.au)

I look forward to hearing from you.

**CLIVE ALCOCK**

**CONSULTING DIRECTOR, NLP CORPORATE and  
CLIENT SERVICE DIRECTOR, THE CHANGE WORKS CONSULTING GROUP**