

Becki Houlston

Personal Profile



Becki has spent the past fifteen years studying the relationship between human thinking, behaviour and results. Her unique and fun approach to self-development turned to a phenomenal passion following an accident, which left her unable to speak for three years. In her silent years she passed the time watching others communicate and noticed huge incongruencies between what people were communicating and what they were thinking which created the results they were getting. This was all obtained by having the ability to read finite body language and led her to investigate and qualify in 'how to close the gap'. Becki has featured in the media on BBC radio, LBC, Gcap network and written various articles for publication on the subject.

She uses a blend of state-of-the-art neuro-sciences to coach and educate a wide spectrum of business leaders, and individuals committed to expanding their thinking to get the results they want. Her findings have proven to her time and time again that 'all resistance is due to a lack of rapport and inadequate communication'. Her mission is to educate others in how to master their own potential and take responsibility for their communication by understanding what it is they are really saying.

For fast, lasting personal change work she applies a tool belt packed with change tools such as Neuro-repatterning which is a hybrid of NLP and hypnosis, is a Master NLP Practitioner and is a qualified Life Coach and Results Coach.

As well as coaching individuals within organisations Becki compliments the team at Potential Plus with a cutting edge program available to businesses of all size which in just eight minutes identifies 18 of an individuals communication keys, including how they make decisions, how they motivate themselves, what leadership style works best with them and identifies overriding thoughts and behaviour patterns. Becki then produces a brief operating manual on each individual for management.

By understanding why people do what they do and mean what they say a manager then knows how to empower an individual to quickly and easily reach their full potential. Any business that fully understands how to drive the individuals that make the business, increases its opportunities, growth, and profit.

Becki's passion for people reflects in her leisure pursuits and she enjoys theatre, film, comedy and spending time with great people.