

Asia
Business Outlook
NLP COACH
FOR THE YEAR - 2026



Chinatsu Yamazaki
Founder

Chinatsu is a Master Trainer of Neuro Linguistic Programming, certified directly by the late Dr Tad James. With a background in finance and years of lived experience in emotional clarity and subconscious transformation, she founded NLP Coaching Association to support individuals who want to think independently and live with more ease. Her work is shaped by an understanding of both structure and intuition, and by a commitment to helping people notice the strength they already carry. Having lived and worked across cultures, she teaches in a way that is precise, gentle, and practical—guiding coaches, leaders, and learners as they realign their inner world and create results that feel true to them.

NLP COACHING ASSOCIATION

Shaping Growth through Language & Awareness

A lot of people today are under the pressure of economy, social noise, and the endless stream of ready-made solutions online. According to a global report 2023 on personal development observed that the popularity of mindset training increases annually, but not everyone knows how to make the first step due to its high cost or lack of guidance. In this context, the necessity of functional tools that can assist people to think logically, make their own decisions, and comprehend their feelings had never been greater.

This is where the transition to the story of NLP Coaching Association begins. The organization was born from Chinatsu's own turning point. Once a successful finance professional, she faced a deep collapse after a partner firm went bankrupt. The loss of clients, the weight of blame, and a severe decline in her mental and physical health pushed her to the lowest point of her life. Friends who understood Neuro Linguistic Programming stepped in, asking the kind of questions that made her look inward instead of giving up. That shift helped her rebuild her sense of self. She saw firsthand how words, tone, and even silence can break a person or lift them up. When one of her major clients encouraged her to start a new chapter, she decided to build a place where people could learn how to rise again. This became the foundation of NLP Coaching Association.

Chinatsu Yamazaki, Founder, NLP Coaching Association says, "At NLP Coaching Association we aim at educating individuals on how to think independently through the simple yet effective instruments of language and awareness". She believes that every individual has the capacity to grow, yet people can only make changes based on the level of awareness they currently have. The organization's work focuses on helping individuals recognize and develop their own strengths, rather than relying on borrowed ones, and to live a life aligned with their values rather than one shaped unconsciously by societal or educational systems.



Learning That Fits Real Life

Ever since its inception, the organization has provided classes and certification programs in Japanese. As the interest in learners from outside Japan started increasing it spread to English and Chinese with a small team fluent in multiple languages. Her staff members are a combination of her own graduates with many of them having been trained at higher levels. Since they have experienced the method themselves, they know how to guide students in a grounded manner.



At NLP Coaching Association, we aim at educating individuals on how to think independently

The core offerings of the organization are practitioner certification, master practitioner certification, and training to individuals who desire to be professional coaches. The graduates not only study the technical part of NLP, but also the art of steering other people through tough times, which can grow into a coaching career. In addition to this, the organization imparts business skills, as many learners aspire to have a more independent life by the time they complete the courses.

While in-person training has always been a key part of its identity, the organization saw a major challenge: traditional NLP programs are not cheap, and many people

today hesitate before spending on personal development. Rather than reducing the value of its teaching, it developed a more flexible framework. With the assistance of technology and AI, it created a subscription model filled with self-paced lessons. This enables everyone irrespective of their budget to start learning the basics. Students have the flexibility to study anywhere and anytime and have the option of moving to higher level certifications when they are ready.

This shift also supports a wider trend. Many people now depend heavily on search engines or digital tools for quick answers, which slowly weakens their ability to think deeply. The organization views its teaching as a way to bring back that lost habit of questioning. Coaching in this method works by guiding a person to explore options rather than shutting down at the first sign of difficulty. A simple shift in a question, asking "If it were possible, what could you try?", can open a door that felt closed.

Supporting Learners Across Borders

Behind the scenes, NLP Coaching Association operates with a small but focused team. Chinatsu's role as a master trainer gives the organization a strong foundation, as such trainers are rare and require years of disciplined study. The team members bring their own languages, cultures, and strengths to the table. Their combined experience helps them serve students across regions without losing the personal touch that makes the method effective.

At its heart, the organization stands on a simple belief: people deserve to reclaim the right to think, feel, and choose their own path. Life can fall apart quickly, as Chinatsu once lived through. But with the right questions, steady guidance, and a space to grow, it can be rebuilt. NLP Coaching Association continues to shape that space for learners across languages and borders. [ASBO](#)